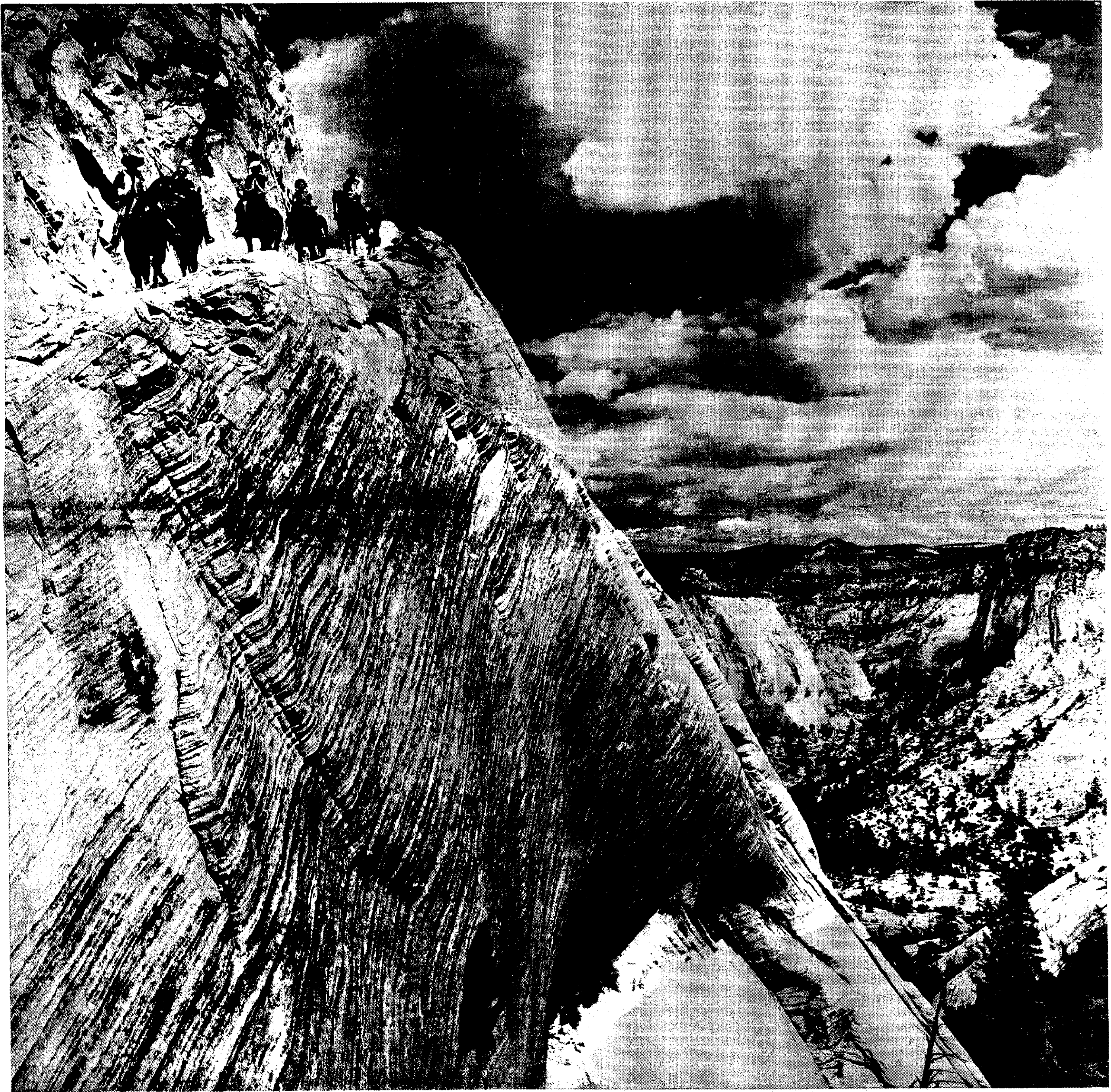


# MAGAZINE Section



—Union Pacific Railroad Photo

## CANYON SPECTACLE

Nature laid on color with a heavy hand in Utah's Zion National Park, taking ages to create a spectacle of immense beauty. Some of the world's greatest natural monuments are in existence there.



# New Hats for Springtime!



Three millinery students, directed by teacher, Mrs. Virginia Jones (standing) make spring hats. L. to r.: Mrs. Jack C. Fish, Mrs. Olga Abell and Mrs. J. F. Jones.

By Ruth Reece

hats," said Mrs. Jones, who lists as the objectives of her millinery classes the following: To give the student opportunity for self-expression,

improvement of personal appearance, development of good judgment and self-reliance; to develop the latent ability to create; to afford occupational opportunity; to learn to make women's headgear for all ages, types, and occasions; to teach a style awareness and appreciation of style as adapted to one's personal needs, and, lastly, to conserve funds when necessary.

MRS. JONES said: "Expensive hats are the result of style as revealed by some clever designer, whose knowledge of line, color, material and workmanship has made the hat into an exclusive model." This sense of style may be developed by careful observation and by study and inspiration received from the fashion pages in the Press-Telegram, Southland, movies or from anywhere that stylish clothes are displayed.

In this connection, Mrs. Jones has colored slides, hundreds of them, of all kinds of hats which her pupils study for

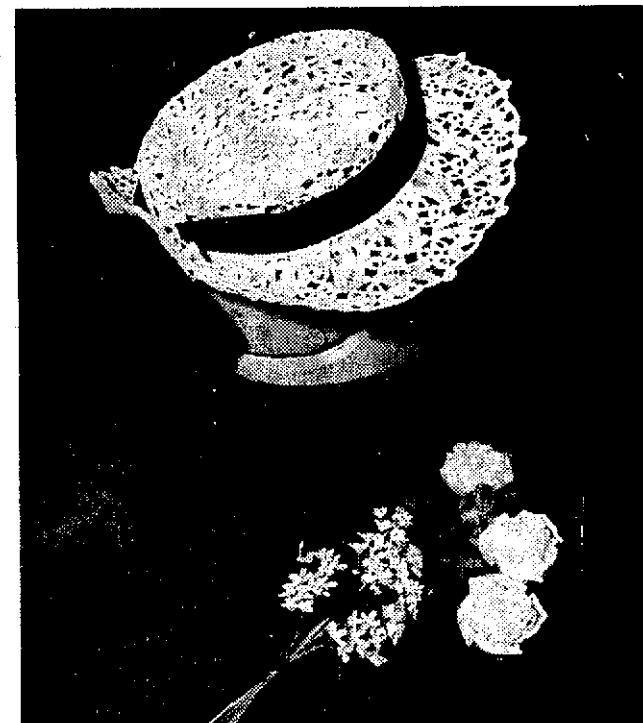


An old straw hat is being taken apart (above) by a millinery student preparatory to remaking into new model.

style and color combinations, from which they gain inspiration for their own original models.

As any woman will tell you, when you walk into a roomful of other women, the first thing

you notice are their hats. "How often does one identify another by saying, 'She was the one in that darling hat' or possibly, 'that awful frowzy lid.' Wallis Simpson is remembered for the way her hats



Pert chapeau (above) was made over from "mistake" hat. Flowers at base of stand will provide a "spring look."

complemented her dress or suit, Carmen Miranda for her bizarre headaddresses and Queen Mary—her hats will always be remembered, unfortunately! Hat-making can be an exciting adventure and there can

be great pleasure in wearing a hat of one's own creation, hearing friends exclaim over it and saying with justifiable pride: "My dears, this is just a little number I made myself!"

## Arguello's Sea Guardians



Commanding officer of the Coast Guard's Point Arguello group of shore installations is Chief Boatswain Burton Frymire, shown at Arguello lifeboat station.

Point Arguello, might well be synonymous, for weeks on end, cold, wetter-than-usual fog blows down from the north and catches the rough sand and rock of Point Arguello; breakers seem to gather themselves up a little higher for their dash to the jagged and slimy rocks of the Point. A small post office station slightly north of Arguello is well named for the area—Surf.

In the remote Point Arguello region the U. S. Coast Guard has established several aids to mariners designed to pierce the lingering fog and to warn ships away from almost certain destruction, though should a vessel be piled into the boulders of Arguello the Coast Guard stands ready and fully equipped to render immediate assistance.

"Why, we've had this fog-horn going for two solid weeks without let up," says Chief Engineman Harold A. C. DuChene, officer-in-charge of the Coast Guard's light station



Robert Lansing, electronics technician second class, of Los Angeles, stands a night watch on loran equipment.

which has been perched for the past 50 years near the tip of Point Arguello.

The light station's diaphone, or foghorn, which seems reluctant to cease its mournful belching, can be heard well over seven miles at sea, DuChene says. Vessels at sea have reported seeing the station's 1,200,000-candlepower beacon, built atop a metal framework tower, as far as 18 miles out. Point Arguello's light is actu-

ally a pair of airway beacons set one above the other in a relatively new type of arrangement used primarily for reasons of economy since they are much less costly to install than hand-polished prisms, as in most lighthouses. But DuChene's chief pride lies in what he says is the west coast's most powerful radio-beacon, a device which enables craft up

(Continued on Page 8, Col. 3.)

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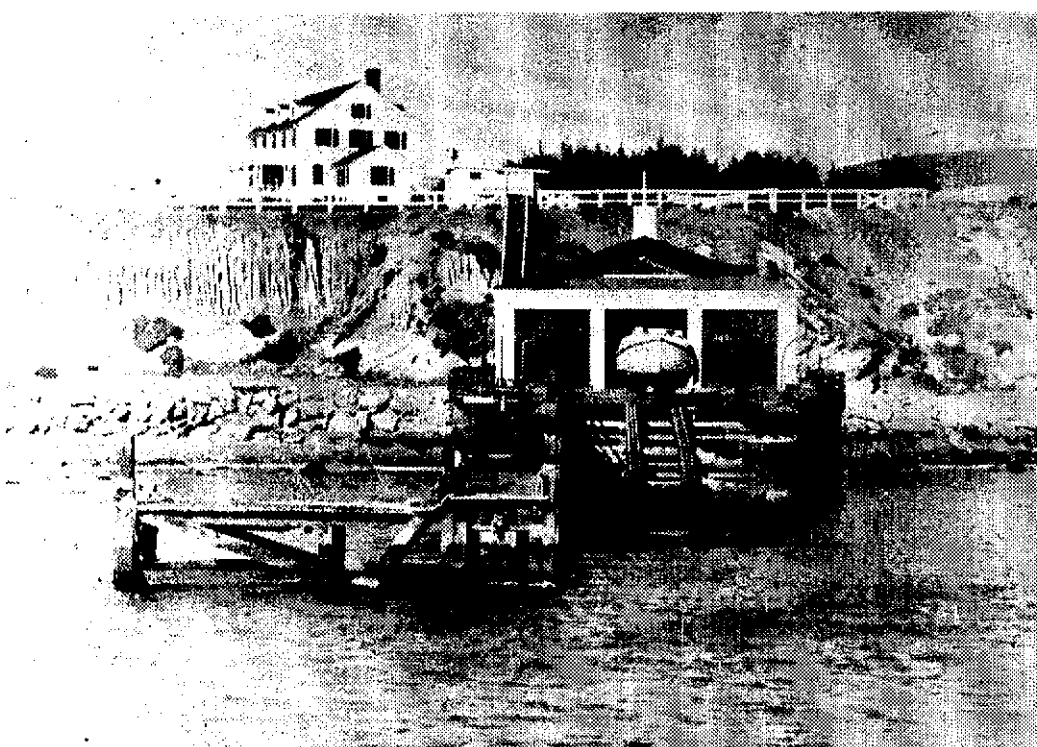


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Living quarters and loran (navigational aid) structures on the bluff and lifeboat launching platform are among Coast Guard installations at Point Arguello.

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By John Foster  
Journalist Second Class  
U. S. Coast Guard

PUTTING dangerously out into the Pacific some 150 miles northwest of Los Angeles is mist-shrouded Point Arguello, at one time a leading contender for the title of the west coast's graveyard of ships. Topping the list of major disasters in the Arguello area, seven United States destroyers were pounded ashore in soupy fog slightly north of the Point in September, 1923, with a loss of 22 lives, while many other vessels from ancient sailors to modern day steamers have been swept to destruction at the Point as a result of storms and, of course, fog.

Bad weather and the name,

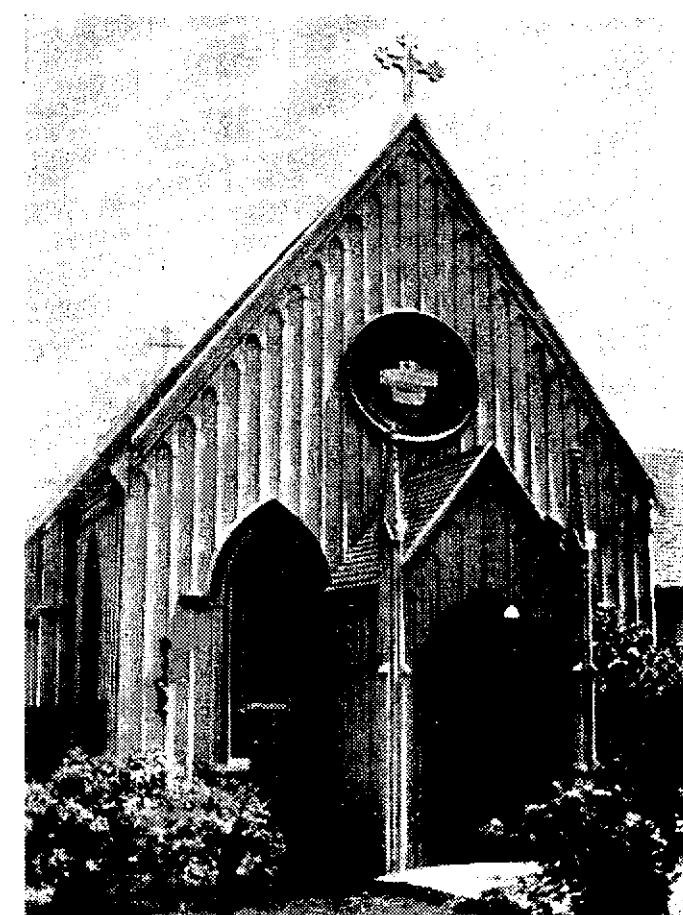
By Nell Murbarger

BELIEVED to be the oldest Episcopal Church west of the Great Lakes, Emmanuel Church of Grass Valley, California, has served five generations of parishioners. Regular services have been held in the parish for 96 years, and for 94 years in the same church edifice.

Organized March 20, 1855, with the Rev. William H. Hill as first rector, the church functioned as Masonic Hall until destruction of that building by fire in 1856. The congregation thereupon moved to the Sons of Temperance Hall. Soon afterward, Gold Hill Mining Company offered to donate sufficient land for erection of a church edifice. Work was started immediately and the present Emmanuel Church was opened for worship in August, 1857.

Of Gothic architecture throughout, the building cost approximately \$6000. Electric lights were installed in 1897 and during the following year a choir room was added. It is now the oldest existing house of worship in Nevada County; buildings of other denominations which preceded it having been destroyed by fire.

According to archives of the church, Mary A. Thayer was the first person baptized, the ceremony taking place April 29, 1855. The first wedding was that of James E. Pringle and Mary L. Herrick on Aug. 5, 1855, and the first Confirmation Class was presented Nov. 11, 1856. Among notes of tragedy entered in the historic records is an account of the death of the Rev. Henry O. G. Smeatham, third rector of the church, who was massacred by Indians in Surprise Valley, Nev., while transacting church business in that district in 1859.



Emmanuel Episcopal Church at Grass Valley is said to be oldest church of this denomination west of Great Lakes.

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FRED TAYLOR KRAFT Magazine Editor  
Member PACIFIC SUNDAY MAGAZINES



# Promenade!



One of city's oldest square dancing organizations is the Promenaders. Musical trio above: "Mac" McMahon, Leone Phillips, Chuck Phillips.



Photos by John Stephens, advanced photography student at Wilson High School

Promenaders are a social club of the downtown YMCA. Above (left to right): Johnnie Rollman and Ethel Anderson, Jack Miller (behind Rollman) and Dora Hutchins, Jimmie and Helene Watkins, Milton Anderson and Peggy Teschke.



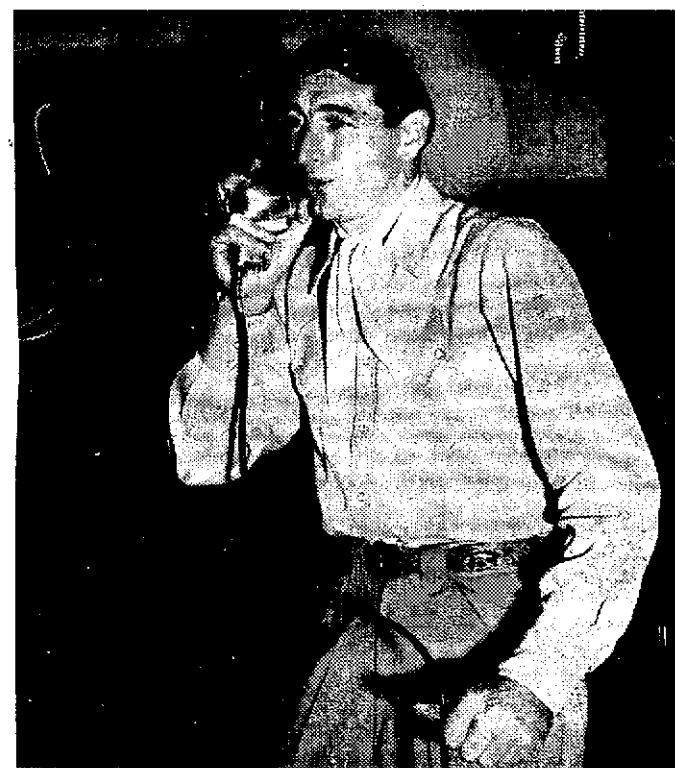
"Swing your honey, go 'round and 'round"—and Dwight McMullin swings Jerrie Barlow.



Promenaders Frank and Mary Whicher will mark 32nd wedding anniversary June 29.

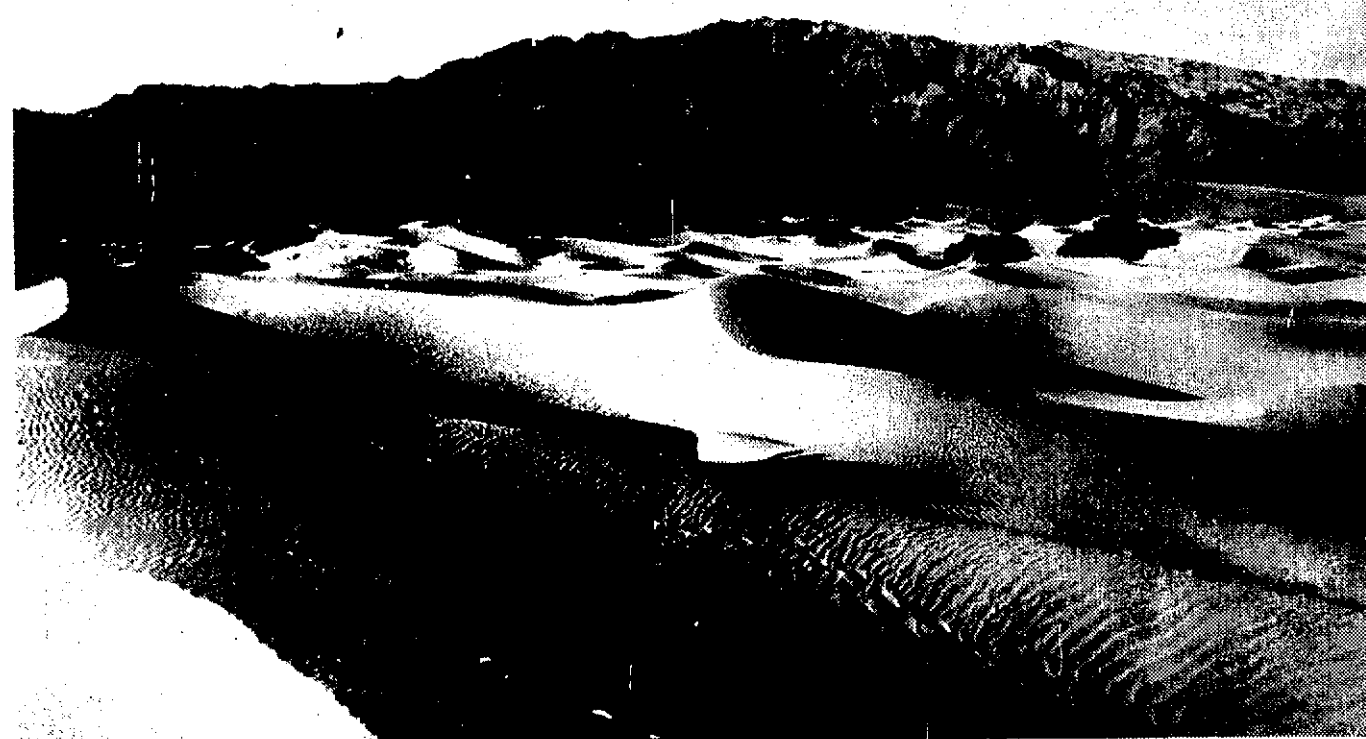


"The lonesome two, you tunnel right through." Ruth Bostick and Paul Teschke are tunnelers.



Key man in the square dance is the caller. Here, Jack Hutchins calls "Alabama Jubilee."

# Death Valley



White sands drift in beautiful patterns and the early morning sun casts mysterious shadows for the camera lens in this picture of scenic Death Valley. Sun-burned mountains are the backdrop.



—Photos by Union Pacific Railroad

Paradox of the desert, Furnace Creek Inn and its grounds provide an oasis in the desolation of Death Valley. A guest may stand in palm tree shade and throw a stone to burning sands.



# Chaos Reigns All, Says Santayana

By Garald Lagard

**DOMINATIONS AND POWERS**, by George Santayana. 481 pp. New York: Charles Scribner's Sons. \$4.00.

IN 1912 SANTAYANA skeptically considered his Harvard philosophy class, stopped talking right in the middle of a sentence and walked out. Nobody in America has seen him since, but he has continued to trace the patterns of order in human behavior for the pessimistic, the patient, or the plainly thoughtful individual who can think on them without going mad.

Now 88, the philosopher concludes that "chaos is perhaps at the bottom of everything," which is a tidy enough conclusion, but quite lacking in comfort for anybody but the most deeply philosophical. Santayana's view of the Russians, however resigned, is appalling to anybody below the age of 88 and moderately healthy. The fact that any evil has in it the seeds of its own destruction might be considered a truism by deep thinkers, but the thought not so deep, and the view not so long is not one to bring relaxation.

Santayana finds little favor with either Russia or the United States. He feels—perhaps with some degree of righteousness—that under either system the individual lacks a spiritual bent, for both systems aspire to be "dominations" instead of "powers," and a conscience is as adaptable on this side as on the other side of the Iron Curtain.

There is a certain needling fear in the consideration of "Conviction" has deserted the civilized mind; and a good conscience exists only at the extreme left. In that crudely deluded mass of plethoric humanity which perhaps forms the substance of another material tide destined to sweep away the remnants of our old vanities, and to breed new vanities of its own.

But perhaps conviction hasn't deserted the civilized mind; perhaps it only hides, fearful of showing itself in such mixed company. Perhaps there is still time to find out.

## 'Roxia' Author to Be Speaker

**"CHARACTERS IN YOUR NOVEL"** will be the subject of Vernon Franklin Kelly, Long Beach author of "Roxia," when he addresses Long Beach Writers' Club May 24 at 2 p. m. at 728 Elm Ave. Kelly wrote "Roxia" in tribute to his grandmother who he says was "a spirited, exciting, venturesome, charming, energetic, romantic woman."

Lulu B. Laurendeau, poetry director, will open the meeting at 10 a. m. with a poetry hour. She has announced that May 24 will be the deadline for serious verse on portraits.

Jesse Bond, prose director, will read members' manuscripts.

President Marie Wood will preside.

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# Master Yarn Spinner Has Field Day at Sea

By George Serviss

**SHORT SPICES: A Collection of Nelly Yarns**, written and illustrated by Stewart Robertson. 160 pp. Los Angeles: Sea Publications. \$3.50.

**NOAH**, Donald McKay, Peter the Great and Prince Henry the Navigator designed and built the perfect racing yacht and the perfect crew was made up of Columbus, Cabrillo, Capt. Slocum and Charley Barr.

The navigator was Capt. Cook, with Capt. Bligh as assistant, and the cook was M'sieu Escottier.

Cabrillo spent most of his time looking for California and Capt. Bligh fumbled with his old clock, but this perfect yacht with its perfect crew beat everything in sight, hands down and leagues to spare.

But was the heavenly yachtsman satisfied with his perfect setup? The answer is that he was not and the truth can only

# Fiction Shelf

**THE PROMISING YOUNG MEN**, by George Sklar. 304 pp. New York: Crown Pub. Inc. \$3.

**YOUNG** Steve Kropp began bouncing a tennis ball around while in high school, and where it led him makes a colorful and significant tale of "amateur" sport, the lavish life of a tournament tennis player through the international circuit. Steve was raised in insecurity and the drive he maintained was in fear of returning to it. But what came of the dream was a mockery, and the ending was facing a second broken marriage and a feeling of failure.

True, Steve's life had color and excitement and a high pride of achievement, but the heady wine of success left a bitter hangover as his wish to become a doctor was shelved to go on with the driving compulsion of championship tennis. Neither an indictment against amateur sports, nor a lesson in morality, the novel does have a certain shocking power as it presents the ruin of a young man whose ambitions were too broad for him. —G. L.

**APRIL SNOW**, by Lillian Budd. 317 pp. Philadelphia: J. B. Lippincott. \$5.

THIS TALE of a Swedish farm family is dominated by Sigrid, who is the most patient woman in literature. There is a richness of characterization and a "goodness" in Sigrid which compensates for her husband who serves only to propagate children, 11 of them, in the last quarter of the 19th Century. The story turns beautifully on the faith of the wife and mother, together with her industry, deep attachment for her children and the cheerful application of a day-to-day struggle to maintain the farm on a lonely island off the coast of Sweden. The refreshing quality of the novel is added to by the delightfully pictured feast days and holidays, with the ceremonies of the Swedish people linked to good eating and gaiety and the enjoyment of friend with friend, and neighbor with neighbor.

be appreciated by reading "The Yachtsman and St. Peter," one of the collection of 24 tall tales crafted by Stewart Robertson, a master yarn spinner. It's whimsical stuff, but fun; spiced with the tang of true sea dust; told with a straight face but a twinkling eye.

South Seas derelicts, a mermaid, even Satan himself get into these yarns which are happily illustrated by the author who is a marine and portrait painter of note as well as a writer for such periodicals as Yachting, Motor Boating, Rudder and Sea, Yachtsman, monkey-wrench sailor, skiff owner—anyone who has ever been touched with a breath of spray from a bow wave—will enjoy this book.

**THE WORD OF LOVE**, by Paul Engle. 29 pp. New York: Random House. \$2.00.

**LOVE** has always been a basis for poetry and much of it has been overly sentimental, or overly cold and despairing. But Mr. Engle has placed his love beyond romance, and so given it a scope which is broad and still determinate. So from his work comes a richness that is that of a personal experience, shown as it is in contemporary things. And there is comfort in such lines as these:

"Tomorrow shakes today like a child. The fanged air swirls like a cat port-wind. I sit still on this exploding stone. We learn to love. What we have known: Man to wife—Hand on hand—Is life on life."

## New Poetry

**THE WORD OF LOVE**, by Paul Engle. 29 pp. New York: Random House. \$2.00.

**CHARACTERS** and events depicted in the five stories which comprise this book are imaginary, the author explains, but the tales he tells might well be chapters out of the lives of many Southern Californians back in the days when "Ain't She Sweet?" and "Moonlight and Roses" were popular ditties and silent films were giving their last gasp for life. These are nostalgic tales, of school days, of young love, of neighborhood happenings, of life itself, and they're all set in Southernland cities. Long-time residents of Los Angeles and neighboring communities will catch themselves looking back on their own lives as they read this book.

## Looking Back on Life in L.A.

**NO TRIP LIKE THIS**, by C. C. Cowley. 225 pp. Boston: House of Edith. \$2.75.

**CHARACTERS** and events depicted in the five stories which comprise this book are imaginary, the author explains, but the tales he tells might well be chapters out of the lives of many Southern Californians back in the days when "Ain't She Sweet?" and "Moonlight and Roses" were popular ditties and silent films were giving their last gasp for life. These are nostalgic tales, of school days, of young love, of neighborhood happenings, of life itself, and they're all set in Southernland cities. Long-time residents of Los Angeles and neighboring communities will catch themselves looking back on their own lives as they read this book.

## Love and Scandal

**THE RELENTLESS TIDE**, by D. A. Bond. 200 pp. New York: E. P. Dutton & Co. \$3.

IN THIS novel of present-day England, Miss Bonavia Hunt weaves a story involving two highly respected families whose children's love affairs are complicated by a strange scandal. Though containing all the traditional virtues of an English novel, "The Relentless Tide" is written with restraint, strong characterization and a subtle sense of humor.—R. G.

**MANY** items from the collection of King Farouk of Egypt will be sold at auction in New York. This is the first time in philatelic history that stamps from the collection of a reigning monarch have gone under the hammer. Stamps, and entire collections, of former monarchs have been sold in this country. Recently a large portion of the collection of ex-King Carol of Romania was sold in New York.

**NEWEST BOOKS!**

"Little Men, Big World" by Berne

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# Garth's Tale Has Intrigue

By Elizabeth Gartner

**FIRE ON THE WIND**, by David Garth. 378 pp. New York: G. P. Putnam's Sons. \$4.50.

THIS is an historical novel of the development of the Great Lakes region immediately following the Civil War. It was an era of movement, of men's longing for adventure, of the building of industrial dynasties. It is a lusty story of men's schemes, and of intrigue.

It specifically concerns the dream of Wayne Preston and his foster father, Rufus Preston, to make a great deal of money quickly in order to build a railroad to open up the iron mountains in northern Minnesota. A huge fire wipes out all of their timber holdings but through the efforts of Huron O'Farrell, a girl whose father was a titled Irishman and whose mother was a Chippewa princess, the Prestons are enabled to start anew.

There are 378 pages in very fine print. The author has evidently done a great deal of research and little cutting, for the book seems over long. However, it is easy reading after the first few pages where the introduction of the many characters is a little confusing.

## John L. Idol of His Day

**JOHN L. SULLIVAN: Champion of Champions**, by Nat Fleischer. 212 pp. New York: G. P. Putnam's Sons. \$2.75.

FROM FEB. 7, 1882, until Sept. 7, 1892, when he lost the world heavyweight championship to Jim Corbett, John L. Sullivan was not only an unbeatable fighting man, he was an idol of the people. No other prizefighter has ever approached him in mass appeal; Jack Dempsey was at best a pallid second.

So says Author Fleischer, who has been a boxing writer for 50 years. And in this book, which every sports fan will take to his heart, he describes what made John L. tick in and out of the ring, his brawling private life and, finally, round-by-round descriptions of some of his most famous fights, including that with Corbett.

The appendix includes such data as the annual earnings of John L. and Joe Louis, history of heavyweight championship from the last of the bare-knuckle contests to the present day, the London prize ring rules, and the Marquis of Queensberry rules.

## Library Gets New Records

**RHYTHMS**, folk songs and games for children on records arriving at the Long Beach Public Library last week included: Abeson, "Let's Play Zoo," "American Almanac for March" (folk songs); Glazer, "Let's Go to the Rodeo"; Kean, "Howdy Doody and Air-o-doodle" and List, "I'm Dressing Myself."

Most popular recordings at the library last week were Bizet, "Carmen"; Grieg, "Concerto in A Minor"; Romberg, "New Moon"; "Songs of Old California" (sung by Frank Luther), and "Shorthand Speed Dictation."

## Writer Signs

Houghton Mifflin has signed a contract for "Robin Redbreast in a Cage," by Myrtle Johnston, the English novelist, and will publish the story this summer.

# The Crime Front

**THE BODY WAS QUITE GOLD**, by Robert George Dean. 224 pp. New York: E. P. Dutton & Co. \$2.50.

**TWO ELDERLY SISTERS**, bird watchers both, find a body. The body is that of Francis X. Logan, a philanthropic private detective hired by Scott Thorne, radio commentator and news columnist, to keep an eye on some characters in a developing story. Thorne hires Anthony (Tony) Hunter, an op who has recently finished a tour of duty with the OSS, to find the killer. Capital intrigue among the percentage boys figures prominently in the yarn, as do a couple more bodies and a surprise murderer. The plot is suspenseful but too many characters have too much to say in the final piecing together of the details, which is about the only snarl in an otherwise nicely wound skein of whodunit.—G. S.



You needn't necessarily have your subject facing camera to get a good picture. Here is the proof.

# Camera ANGLE

By The Shutterbug

IT IS almost impossible not to make an appealing picture of a chubby, cute baby—whether his mood be one of laughter or tears, of a little smile or lusty howl. Sturdy little boys and demure little misses are also sure-fire subject material.

But what about the child that has reached the "awkward age"—that in-between stage of braces or missing teeth, of tall, growing thinness or extra pudginess? This child isn't certainly in his or her most attractive period. He may easily be very self-conscious—and never more so than when he comes face to face with a camera.

Many adults recall with an embarrassed grimace the pictures of themselves at whatever was for them the "awkward age." I know one young woman whose father recently presented her with a snapshot of herself, taken with her eighth-birthday cake. The accompanying note read, "Anytime you get to feeling pretty well satisfied with yourself, take a look at this." There she stood, straight and staring. Her hair was cut in mode approved by her friends, it not her mother. It was what was known as a "boyish bob."

The way to avoid pictures such as this at the "awkward age" is to pose the child engaged in some activity which is sufficiently interesting to make him forget himself—and the camera. As we've said many times before, it is always a good idea to have the people in your pictures doing something, but never is this more important than in this case.

Candid shots of these young people may prove to be the very best—snap 'em when they aren't looking and avoid a battle with unattractive poses. These "awkward age" shots can have a tremendous appeal for parents.

**THE PHOTOGRAPHIC SOCIETY OF AMERICA** will hold a Western States Regional Convention in Santa Barbara, on June 8, 9 and 10. This convention is sponsored by the Southern California Council of Camera Clubs and the program is designed to appeal to all interested in photography. Fred Archer, Boris Dobro, P. H. Oelman, Fred Bond, A. C. Shelton, Joseph Muench and Emil Muench are a few of the speakers listed on the official program. Long Beach photographers Mrs. Vella Finne and Michael Roll, APSA, are also on the program. Roll will conduct a "Symposium on Judges." The question of finding qualified judges for camera club competitions and salons is ever present and in this symposium, methods of raising the standards of judging will be discussed. In the nature of a skit, different types of judging will be portrayed with Karl Baumgaertel demonstrating the qualifications that a good judge should possess. Registration is required for all programs of the convention but membership in a camera club or the PSA is not necessary. Registration fee is \$3 per person or \$5 for a family and should be sent to Shumway Sufell, 338 E. Green St., Pasadena 1, Calif.

**FEAR** of misidentifying photos follows picture editors home at night and harasses them in their sleep. It can happen in the best regulated magazine families, and it did in the



case of the picture shown here which appeared on the Southland cover Jan. 28.

This picture is in fact a view of a pretty girl on the Banff Chairlift, the mountain in the distance is Mt. Rundle, and the town shown in the immediate foreground is Banff, in the Canadian Rockies.

That wasn't what the caption said on Jan. 28. It identified this as a scene on Mt. Baldy in Sun Valley, Idaho. It happened because in the files were two pictures of girl skiers on chairlifts, and the caption on the Idaho picture described a scene parallel in almost every detail with the Banff picture.

More than 2500 pictures have crossed the Southland desk since the magazine's inception in 1948, and this is the first time anything like that has happened.

Needless to say, Southland Magazine regrets the mistake and apologizes to W. J. L. Gibbons of British Photographic Laboratories of Canada, who took the picture and was naturally unhappy about it when he saw his picture credited to Union Pacific and captioned as a scene at Sun Valley, a competitor of Banff's for the ski resort trade.

## WITH CAMERA CLUBS

Long Beach Camera Guild will hold a color competition Wednesday, 8 p. m., at the Alamitos Library Auditorium, 1836 E. Third St. Bert Glennon of Sherman Oaks will be guest critic. Glennon is a well known motion picture cameraman associated with Technicolor. The Guild has a field trip planned for next Sunday when visitors from the El Camino Real Color Pictorialists will be conducted on a tour of Long Beach. The group will meet at the entrance to Rainbow Pier at 10 a. m. . . . Midway City has a meeting slated for Wednesday, 8 p. m., at Fellowship Hall, 14752 Jackson, Midway City. . . . South Bay Camera Club also meets Wednesday, 8 p. m., Room 105, Redondo Union High School, Redondo Beach. . . . Santa Ana Camera Guild has a color competition scheduled for Thursday, 8 p. m., Community Center, Santa Ana.

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# Exhibit by Payne Offered

By Vera Williams

**GRANDEUR** of mountain peaks and charm of harbors at home and abroad are brought to art lovers who view the 20 large canvases by the late Edgar Alwin Payne which will be displayed in the lounge of Recreation Park clubhouse, 5000 E. Anaheim St., throughout the remainder of May and all of June. The exhibition was arranged by Mrs. Josephine E. Hyde, art chairman of the Woman's City Club.

Payne, considered one of America's truly great painters, was born in Washburn, Mo., in 1881 and grew to manhood in the Ozarks where his deep feeling for nature and love of the mountains was engendered. Various jobs included a house painter, sign painter, scene and mural painter while in his spare time he studied landscape.

Payne founded the Laguna Beach Art Association and became its first president. From Laguna he took his first trip to the High Sierra, painting the mountain scenes so familiar to Southlanders. He traveled throughout Europe for two years receiving honorable mention in the Paris Salon in 1923. The next year he held an exhibition in the Palais Sagan in Paris.

Other awards received were the Ranger Fund Purchase Award at the National Academy of New York in 1929; the Martin Kahn Prize at the Chicago Art Institute; gold and silver medals of the Sacramento State Fair, and other purchase prizes from the Southwest Museum and Los Angeles Museum.

Exhibited in Recreation Park clubhouse are "The Matterhorn," "Harbor at Concarneau," "Surf at Santa Cruz Island," "Glacier at Grindewald," "Slopes of Mount Blanc," "Palisades Glacier," "Mount Ritter," "Sierra Madre," "Return of the Fishing Fleet," "Arizona Canyon," "Sierra Peaks," "Wave-Washed Rocks," "Vista Through Sycamores," "Alpine Village," "Evening, Nava Jo Country," "Mountain Prospector," "Navajo Refuge," "Italian Fishing Boats," "Brittany Tuna Boats" and "Tuna Boats at Concarneau."

An art tea open to the public will be announced soon by Mrs. Hyde.

**RECENT** work of Long Beach Palos Verdes-Los Angeles area artists showing present day techniques and trends in painting will be displayed in the purchase prize exhibit until June 15 in Palos Verdes Library Gallery under the auspices of Palos Verdes Community Arts Association. Members of the association will choose the prize-winning picture by signed ballot. Other visitors, however, are invited to express their preferences. Results will be announced June 10. The public is invited to a tea and reception for the artists today in the gallery. The committee for the exhibition includes Mrs. Leigh Harline, chairman; Mrs. Pedro Miller, Mrs. Grant Beckstrand, W. Ralph LaPorte and Guy Burroughs.

**LOS ANGELES COUNTY MUSEUM** has acquired an important collection of French impressionist and post-impressionist paintings, including the work of Monet, Cezanne, Gauguin, Rouault, Toulouse-Lautrec, Degas, Van Gogh and Picasso, and sculptures by Maillo, Desplau, Rodin, Renoir, Degas, Falguiere and Barye.

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# Sweet Girl Graduate



Paired for graduation are a starchy white embroidered organdy coat and full-skirted dress of plain and embroidered organdy. The dress is provided with strapless bodice and bouquet of white daisies at waistline.

No one, naturally, would want to change cherished traditions of June graduation scenes, least of all the pretty picture of the young girls in daisy-fresh dresses. True to tradition, designers have turned out fashions for graduation affairs next month that are as charmingly simple as ever. But, and this is equally important to the wearers, each dress has a happy future, meant to be worn on Sunday afternoons, at summer parties and to dances. The fabrics most in favor for graduation dresses are whitest of white piques, organdies and cotton lace; or else, the prettiest of pale colors in these same fabrics. There are also short and long dresses.



For graduation and for dances later in the summer, the junior dress of white pique (above) banded with lace around the neckline and on the pockets is a charmer. The skirt is gored to provide considerable fullness.



Light blue embossed pique scalloped around the neckline and tied with cording of the fabric is used for graduation dress (left above). Bodice is shaped with wide midriff band. White organdy with brief and curving bolero is pictured at right. It is fashioned over white taffeta and has a strapless bodice, pink sash.



# Ever-Favorite Pie



Mocha Chiffon Pie (above), for which corn flakes form the crust, is a good variation of the popular dessert.

By Mildred K. Flanary

ASK A man what dessert he likes best and the chances are pretty good that he will say it is pie—and apple pie is a good bet to be his favorite.

Of course, tastes vary, and there is the distasteful side of the family to be considered. So, new kinds of pies are being made up every day and some new ideas are included in today's recipes.

Pastry, naturally, is most important and here are nine rules to help with pie-making:

1. Cold fat and cold water are musts. Excepting hot water pastry. Do not overmix.
2. A pastry blender, pastry cloth and rolling pin stocking are very important to easy mixing and handling of pastry.
3. Using wrist movement, roll pastry from center, down, left and right.
4. Roll pastry about 2 inches larger in diameter than pie pan. Fit in pan, then trim. Never stretch pastry.
5. Simple to transfer rolled-out pastry to pie pan if you roll it on pin; or fold it in half or quarters to fit.
6. To prevent soggy one-crust pies, brush pastry with milk, white of egg or sprinkle with a little flour.
7. Pull a pie crust from the oven and it's just-right if it looks rough and a bit blistered—golden brown around the edge, paler toward center.
8. Don't forget to cut steam vents in those two-crust pies.
9. Pastry dough may be stored in the refrigerator for several days.

And now for the recipes:

**Mocha Chiffon Pie**

- 4 cups corn flakes
- 1/2 cup sugar
- 1/2 cup melted butter or margarine
- 2 tablespoons gelatin
- 1/2 cup cold water
- 2 cups strong, hot coffee
- 2 eggs, separated
- 1/2 cup beet or cane sugar
- 1/4 teaspoon salt
- 1 cup whipping cream
- 1 teaspoon vanilla

Crush corn flakes into fine crumbs. Add sugar and butter; mix well. Press evenly and firmly around sides and bottom of pie pan, saving two tablespoons for topping. If desired, Chill.

Soften gelatin in cold water; add to hot coffee and stir until dissolved. Beat egg yolks slightly; add sugar and salt. Add coffee mixture gradually; mix well. Cool. When mixture begins to thicken, fold in beaten egg whites, whipped cream and vanilla. Pour into crumb crust; chill until firm. Yield: One 9-inch pie.

## Shoo-Fly Pie

- 1 1/4 cups sifted enriched flour
  - 1/2 cup beet or cane sugar
  - 1/4 teaspoon salt
  - 1/2 teaspoon nutmeg
  - 1 teaspoon cinnamon
  - 1/2 cup butter or margarine
  - 1 cup unsulphured molasses
  - 1 cup cold water
  - 1/2 teaspoon soda
  - 9-inch unbaked pie crust
- Heat oven to 450° F. (hot). Sift together first five ingredients. Cut butter or margarine into flour mixture to resemble coarse crumbs. Mix molasses, water, and soda; pour into 9-inch pie pan lined with unbaked pastry. Sprinkle

crumbs over liquid. Bake 15 minutes in hot oven (450° F.); reduce heat to moderate (350° F.) and bake 40 minutes. It is best served warm. Yield: 6 servings.

## Green Tomato Pie

- 2 cups chopped green tomatoes
- 1/2 cup chopped apple
- 1/2 cup raisins
- 4 tablespoons lemon juice
- 1 teaspoon grated lemon rind
- 1 cup brown sugar
- 1/2 teaspoon cinnamon
- 1/4 teaspoon cloves
- 3 tablespoons flour
- 1 recipe pie pastry
- 3 tablespoons butter

Combine ingredients. Line a pie pan with pastry, pour in filling, dot with butter and cover with top crust. Bake in a hot oven (450° F.) for 10 minutes; reduce temperature to 350° F., and bake 30 to 45 minutes longer, or until tomatoes are tender and the crust is crisp and brown.

(Three cups of chopped green tomatoes may be used, omitting the apple and raisins.)

## Applesauce Pie

- 4 cups corn flakes
- 2 tablespoons beet or cane sugar
- 1/2 cup butter or margarine

- 1 tablespoon plain unflavored gelatin
- 1/2 cup cold water
- 2 cups unsweetened applesauce
- 1/2 cup beet or cane sugar
- 2 teaspoons lemon juice
- 1/2 teaspoon nutmeg
- 1/2 cup cream
- 2 egg whites

Crush corn flakes into fine crumbs; add sugar. Melt butter and mix well with crumbs. Reserve 2 tablespoons crumbs and press remainder evenly and firmly around sides and bottom of pie pan. Chill.

Soften gelatin in cold water and dissolve over hot water. Add applesauce, sugar, lemon juice and nutmeg; chill until mixture begins to congeal. Whip with rotary beater; fold in cream and stiffly beaten egg whites. Pour into pie shell; sprinkle reserved crumbs on top. Chill until firm enough to cut.

Yield: One 9-inch pie. Note: If whipping cream is used, whip before folding into applesauce mixture.

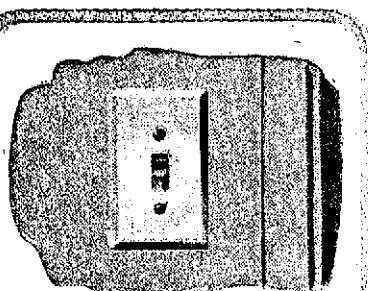
# FUL-COLOR (Revolutionary new velvet-flat wall and woodwork paint) washes clean in a wink

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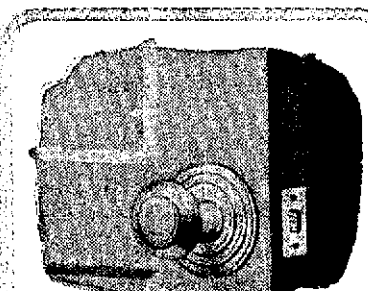
You see, as **Ful-Color** dries, its moisture *evaporates*, and its millions of Latex "beads" bind tightly together into a hard, smooth, *non-porous* surface that actually *resists* dirt. Non-porous **Ful-Color** gives dirt no place to cling—holds dirt **ON** its surface—not **UNDER** its surface.

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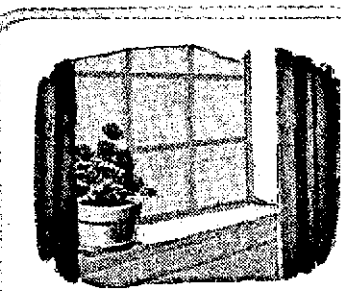
## AROUND LIGHT SWITCHES

You reach for that switch by instinct—and miss it often! Result: many finger prints on the wall. On **Ful-Color** walls they'll wipe off with a damp cloth—easily, quickly, completely!



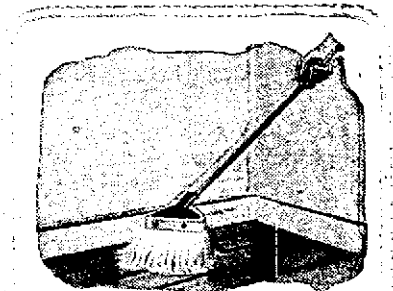
## ALONG DOOR EDGES

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# Home for a *Busy* Family

By Althea Flint

**T**HE G. A. JEFFERSONS are a busy family—not only have they built their own home at 3727 Weston Pl., but they also designed and made many of its furnishings. Now that the house is finished, they are continuing their hobby of collecting and polishing stones. They reserve one end of their lanai for processing, assembling, cataloging and displaying the stones.

The attractive exterior view of this house can be partly accredited to the wide roof overhang which extends over the long front porch and continues on over the drive to form a carport. Well-planned landscaping contributes to the long, low look of the house. Ivy and geraniums climb along a retaining wall and make the parking a mass of color. A rose garden is planted on one side of the driveway and dichondra reduces the lawn-mowing chore on the other.

Furnishings and decorative treatment of the G. A. Jefferson home is in modern manner. Living room and lanai are separated by planter below grillwork.

Inside, the spacious atmosphere of the living room is increased by a planter and grill which separate it from the lanai. A wall of windows in the lanai open on the garden behind the house. Split bamboo roller blinds filter the sunlight and provide night privacy.

The built-ins which house the stone collection are in a corner of this room. Narrow drawers are partitioned so the various types of stones can be kept in order. Equipment is stored in cabinets and some of the rocks are displayed on shelves above. A working area is provided by a board which pulls out from the cabinets similar to a cutting board. Electric plugs for tools are handy and a pipe extends from cabinets above to take gases and dust from rocks out of the house.

**B**UILT-INS along one wall of the living room are of combed plywood which has been rubbed with green paint for an attractive effect. Bookcases, a desk and cabinets frame niches where pictures are hung. Cabinets which extend down from the ceiling provide valuable storage for rarely-used items.

Both the fireplace and the planter box in the living room are of narrow flagstone. Openings above the planter which connect living room and lanai are decorated with grill work over which vines are trained. Planting is growing up to help shield one room from the other.

One wall of the living room is papered in a Chinese pattern from which the color scheme of the room was taken. The ceiling and the grillwork has been painted a pleasant shade of rose. Multi-color carpeting covers the floor.

**D**INING ROOM and kitchen are combined with built-in dish cabinets separating the two areas. Wide corner windows in the dining portion overlook the front garden and admit sunlight all through the day. Yellow glass curtains filter the light.

Jefferson made the dining table of plywood and the dining chairs are upholstered in fabrics which match the print draperies. The linoleum floor is yellow and the tile work counter is white. A counter which services the stove and refrigerator is covered with yellow easy-to-keep-clean material. Cabinet doors are finished to bring out the natural wood tones.

A service porch directly off the kitchen connects with the lanai and with the outdoors as well. The garage is near this door so steps are saved when groceries are unloaded from the car.

## Eases Task

**T**HOSE who dread the individual brush-scrubbing of each metal lath of Venetian blinds will find this task easier if they simply soak the blinds in sudsy detergent water for five minutes to dissolve dirt and grease.

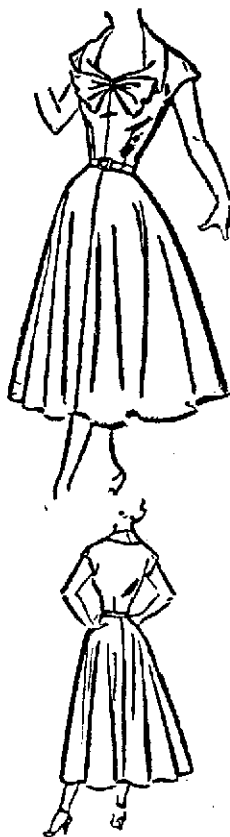
The attractive built-in at one end of the lanai is devoted to working, storing, displaying rock collection.

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No. 24



Design by CHARLES LeMAIRE

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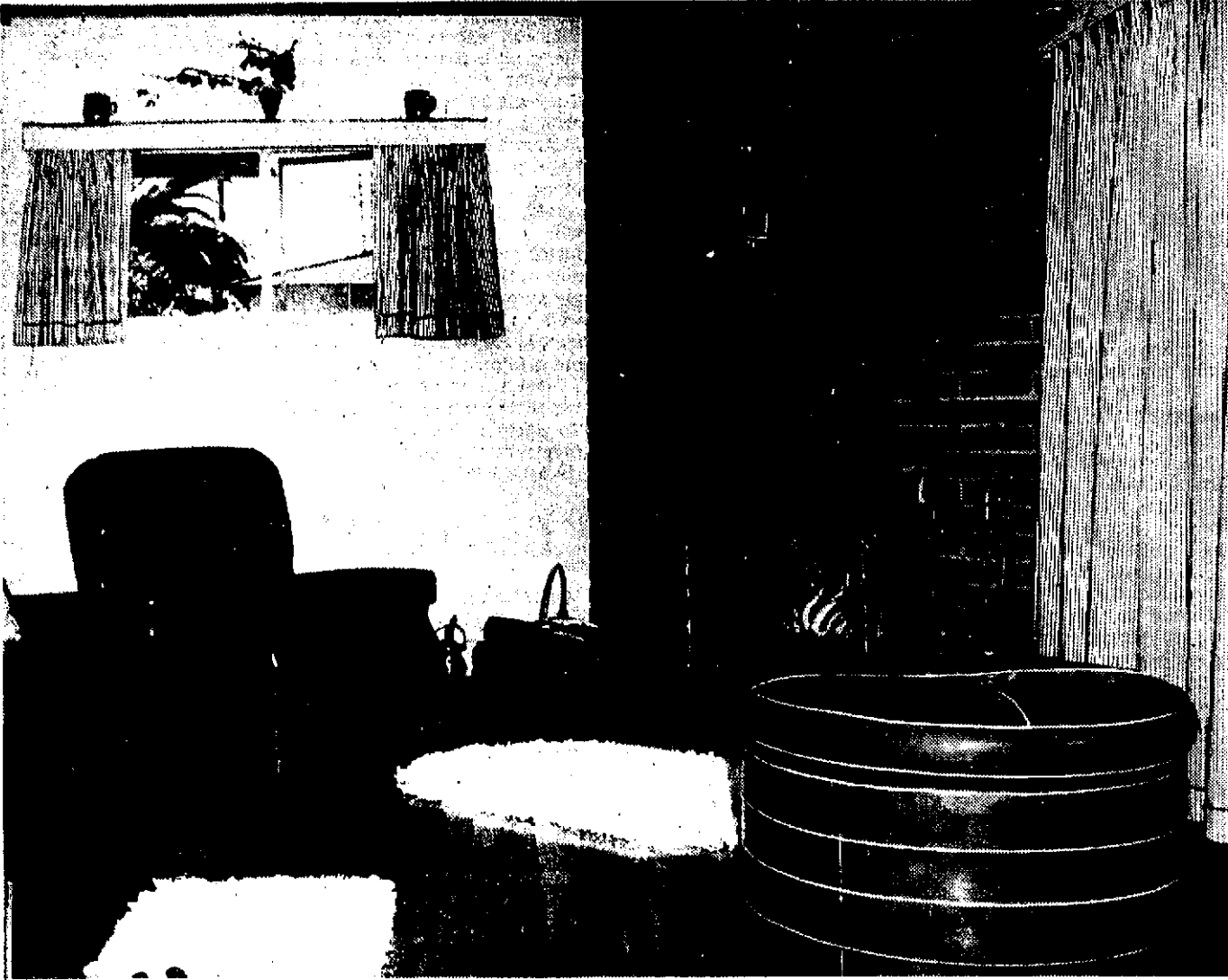
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# S-t-r-e-t-c-h-i-n-g the Building Budget

By Dorothy Killam



This cozy center in the den of the Blake residence is one reason the room is high in favor for idle hours and cool evenings. The panel of brick, rising from the floor to the ceiling, lends a note of contrast. Draperies are of ticking.

AS HOMEMAKERS know, building and furnishing a house is an expensive endeavor and usually something has to be done to stretch the budget. Mr. and Mrs. Robert Homer Blake found a way to elasticize their building funds but Mrs. Blake wouldn't recommend the method except for someone with professional painting skill. She should know because she painted the Blake home, inside and out. Mr. Blake was away on business during most of the time the house was being built.

Although the walls and woodwork in the new home are beautifully finished they are the result of long hours and hard work. When the Blakes worked out the design of their place at 2208 Golden Ave. they chose a central entrance hall that leads to every room. The living room, dining room and one bedroom are built on the front of the house with the master bedroom, den and kitchen constructed so that they overlook a secluded garden.

Windows in the bedrooms have complete privacy from the street because they are built high in the wall. One floor-to-ceiling panel of glass in the master bedroom overlooks the garden. The kitchen and den both open on the garden and terrace where a barbecue is built.

A pass between the kitchen and den connects the sink counter to this popular room and serving is made easy. Floor-to-ceiling windows in the den and a glass door closely relate indoors and outdoors. Pull draperies made of ticking assure privacy.

TONE-ON-TONE carpeting in a green scroll pattern is used throughout the house, with the exception of the kitchen and the den. Bleached walnut tables and cabinets used all through the house are interchangeable. Besides, tables can be used in the living room and the lattice-back dining room chairs make extra guest chairs in living room or den. Storage has been well

Narrow windows built high in the walls provide privacy from the street for the rooms of the Blake residence.

planned throughout. Nearly every shelf is adjustable. In the dining room the shelves in the dish cabinet can be placed close together or further apart depending on the size of the dish to be displayed. Shelves in the kitchen cabinets are removable, with plate rails and cup racks provided. The linen closet in the hall opens into the master bath as well as into the hall.

In the living room windows of generous size are hung with raw silk draperies which pull for privacy. Wooden cornice boxes are painted gray to

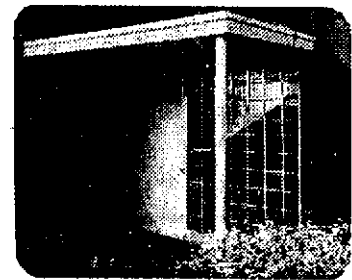
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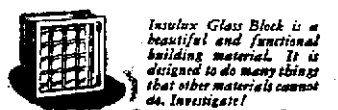


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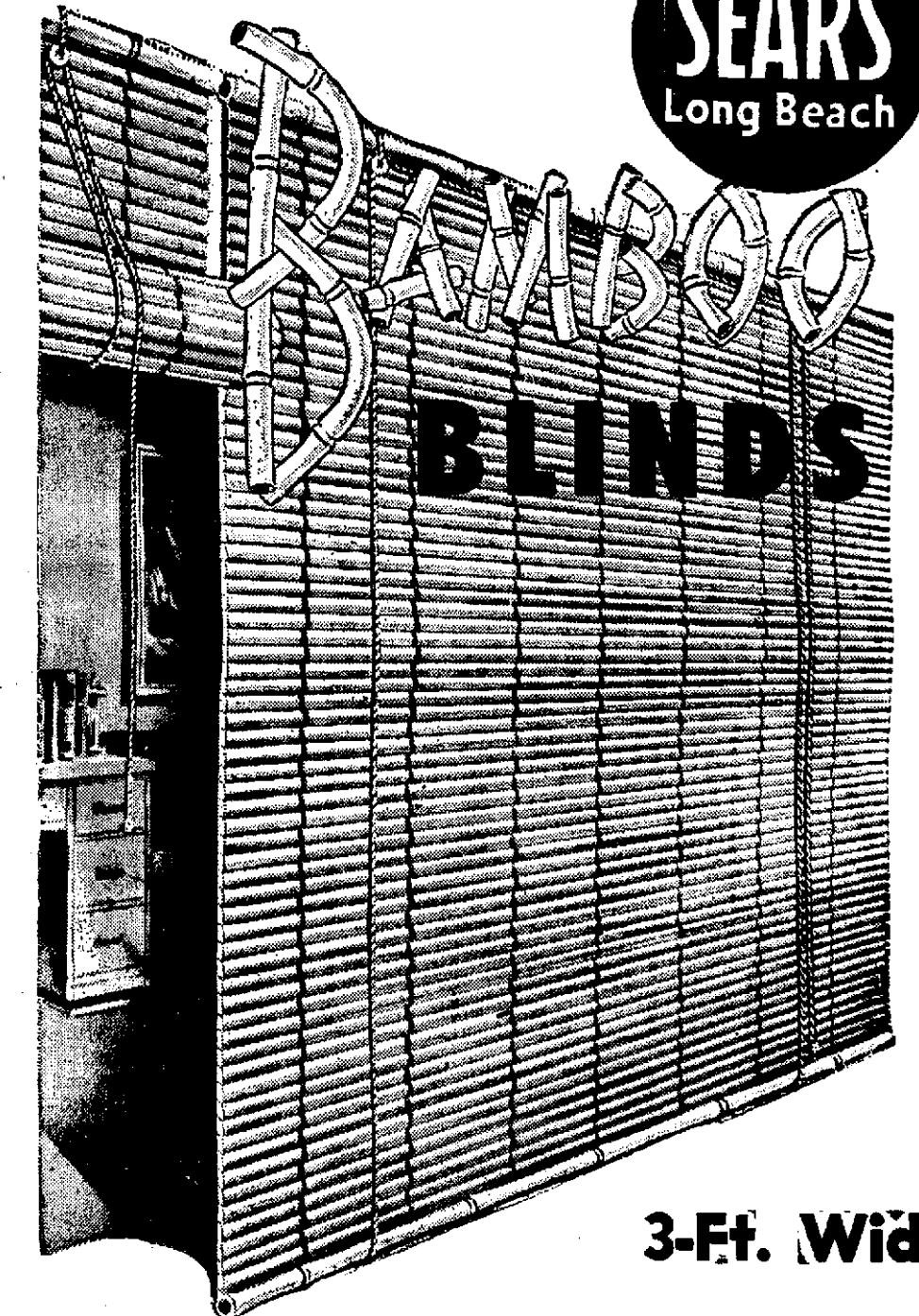
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## Decorating Topics

By Edgar Harrison Wileman

SPRING has not only brought out the flowering fruit trees and flowers galore in our gardens, but has brought into the home-furnishing drapery departments the most colorful selection of flower-filled fabrics.

With these no room can possibly be dull and lifeless, for the spring flowers can be enjoyed the year around. It is amazing, too, how many of these natural design fabrics fit into the most modern of schemes, the new trend in modern rooms being away from the exotic and extreme. The very simplicity of today's modern style calls for equal simplicity in fabrics and this is often found in natural flowers and foliage. Many of these same colorful fabrics of printed cotton can be used for slip covers and actual coverings for upholstered furniture.

## Buying Glassware

By Caroline Coleman

BUYING your glassware is an exciting adventure, as well as an investment. If you know how to recognize fine glass, what to look for, you can feel a thrill of accomplishment when selecting it.

Fine American handmade glassware is transparent, lustrous and free of bubbles and distorting imperfections. It shows sparkling clear against a white background, while inferior glass may have a greenish or bluish tinge.

Look for smooth edges. Glassware edges should be even, never rough and scratchy. In hand-cut crystal, the design should be sharp and accurate. If etched, each tiny detail should be distinct and clearly defined.

When you choose stemware, look for a firm joining of base and stem, and of bowl and stem.—C. C.

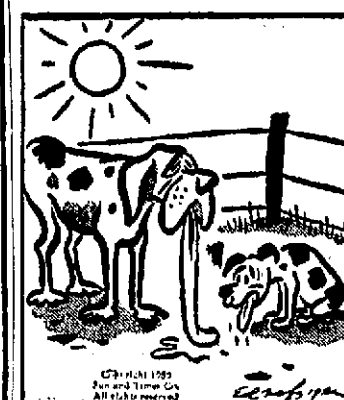
Good quality glass also has a permanent polish or lustre which results from repeated fire polishings.

Rap the bowl of a piece of stemware with your fingers. If it is a fine hand-blown glass, it rings with clear musical tone. The best of blown glassware contains lead, for clarity and purity. Another name for lead glass is flint glass.

Good quality pressed glass—such large pieces as plates, candelabra, bowls—contains lime, to give it toughness and strength. Therefore, when you tap it, its tone is muffled, not resonant.

Lorna Langley, home management specialist at North Carolina State College, suggests that it is "well to have at least two sets of glassware—a rather plain substantial glassware to use every day, and a more dainty, luxurious pattern for formal entertaining." A charming, practical choice for every-day use is the quaint milk glass which reproduces prized early American milk glass pieces. It is turned out by American craftsmen today in the same greater Ohio River Valley area where the art of glassmaking has continued for more than three centuries.

COLOR glassware should show an even tint when you hold it up to daylight or electric light. The darker-colored glass, such as ruby, emerald or amethyst, should show a deep glow and sparkle when held up to the light.



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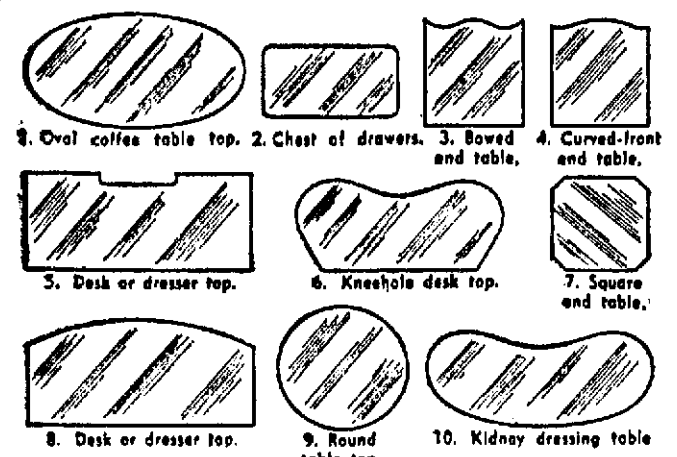
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# Gardens Need Cleanup, Too

By Bob Gilmore

SPRING house cleaning should be practiced in your garden as well as in your home. This is a good

time to get to those odd jobs you have been putting off for so many months. Take a deep breath of spring air... it's fresh and clean... and give your garden a dressed up appearance.

Every landscape has its own trouble corners. The eyesores

in your garden may be nonexistent in your neighbor's, and possibly the wind will blow trash past your landscape, depositing all the rubbish next door. There are many individual problems as well as those that seem fairly prevalent.

A clean edge bordering the lawn area will give your garden a dressy appearance. Grass plants, especially Bermuda runners, may grow in a lateral as well as an upright position. The lawnmower usually whacks off the excess vertical growth while the runners often continue unabated across your sidewalk and parking area. A grass shear is the tool for this job; that is, for small areas. And no lawn mowing job is complete unless the entire area has been trimmed with a lawn edger.

You can operate a lawn edger with the greatest efficiency if the ground is wet. Otherwise, the hard soil resists the cutting edge, thus forcing you to exert more pressure. And be sure that the edger is

kept in a thoroughly sharpened condition; a dull blade is what causes the backaches.

Trees may also require a certain amount of thinning out at this time. Branches that hang down may prove dangerous to innocent passers-by. It is a fairly general rule that all limbs bending over backwards to a low point should be removed. Trees that became exceedingly dense towards the center are often thinned out somewhat. This is a precautionary measure in windy areas, the heavy growth resists the wind and some damage may result in bad weather. Thinning out the superfluous growth allows the wind to blow through.

PEST CONTROL is actually an all-year job but for most amateurs that is usually considered a theory, rather than a practice. But spring is the time when bugs and disease are active, a vigilant program now will reduce the population of garden pests later on. Oil your sprayer if it requires oiling, wash it out thoroughly if it has been stored for any

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**EXHIBITION TYPE** each 20c  
These are same varieties, including Gals. Daisy, Spider and Anemone.

**ROSES** 59c  
BUSH and CLIMBING—Hundreds of Roses in bloom in 8-gallon cans, including many of the new same varieties from which to choose.

**GLADIOLUS BULBS** 49c  
Mixed, Mixed Color

**MYSTERY GARDENIA** 89c  
In bud.

**Jenkins NURSERY**  
4337 CHERRY AVE. PHONE 2-4738  
NORTH LONG BEACH  
OPEN SUNDAYS

**FREE** Generous 16-oz. new wonder-working "one pack" fertilizer. Contains, in addition to the regular phosphate, potash and all three forms of nitrogen, substantial MEASURED GUARANTEED quantities of ZINC, IRON, COPPER, MANGANESE. Also olive meal, which makes 100% organic soil conditioner—no sand, brick dust, lime or gypsum for filler. Each is itself a valuable fertilizer. Also, your ACIDIFIER, usually needed in California to neutralize alkali in your soil and water—essential to success with roses, camellias, azaleas, hydrangeas, begonias. All this in the "one bag"—for pennies more than you've been paying for just the fertilizer. Free get-acquainted 16-oz. pkg. Bring this ad, please, to Floyd Neff's Shantri-La Nursery, 830 W. Flower, near Wilmington, Compton. Enjoy setting Shantri-La's rare plants, feed free Vita-Tone to your "backyard" plants, then watch 'em GROW! Offer expires Sun., May 27th, 8 p.m.

## For Fragrant Blooms This Summer!

**MYSTERY GARDENIA** gallon..... **49c**

**BUSH ROSES** gallon..... **75c**  
5 for 3<sup>50</sup> or 10 for 6<sup>50</sup>

**CLIMBING ROSES** 5-gallon, from..... **\$1.75**

**Martha Washington Geraniums** 35c, 3 for \$1.00 (PILARGONIUMS)

**OPEN 7 DAYS A WEEK!**  
Until 7 P. M.

**Park Nursery**  
3842 E. 10th  
FREE DELIVERY • OPEN SUNDAYS

**Greater Lakewood Nursery**  
17829 Lakewood Blvd. Phone MEtcaif 3-3131  
(BETWEEN ARTESIA AND SOUTH STS.)

**FERTILIZER 3 sacks 1.00**  
Ground and Weed Treated

**EUREKA LEMONS NAVEL AND VALENIA ORANGES TANGERINES KUMQUATS** **1.99** EACH  
NICE, STURDY TREES

**CAMELLIAS, gal. \$1.29**  
10 Varieties

Lawn Mix (no rye), Reg. 95c lb. Blue grass, clover, fescue, red top..... **75c**

2-year Puerto AVOCADOS, reg. \$4.80... **\$2.95**

**TUBEROUS BEGONIA PLANTS** 10c each or 12 for \$1.00

## Specials for Your Garden

**CLIMBING ROSE** In Bloom..... **85c** up

**BUSH ROSES** Gallon cans..... **69c** up

**FUCHSIAS** Hanging and upright. Good selection of varieties..... **59c**

**FUCHSIAS** In hanging baskets..... **\$2.95** up

### LANDSCAPE INFORMATION

Our service does not end with the sale of a plant. We welcome inquiries concerning your garden problems. We are glad to help you plan your garden and aid in the selection of just the right plants you need for the garden you have in mind.

## Kitano's ATLANTIC NURSERY

15601 S. Atlantic—Between Compton & Olive  
Compton NE 5-1590

### ROSE SPECIALS

This Week Only

**ROSES** 1-gal. 69c  
2 for \$1.10

**ROSES** 1-gal. Reg. \$1.75  
Only..... **\$1.19**

**ROSES** Reg. \$1.50 val.  
1-Gallon 2 for **\$1.98**

**TREE ROSE** 5 gal. All varieties..... **\$2.50**

**PANSIES** 2 Doz. 35c Per flat... **\$1.29**

## ALICE'S NURSERY

16021 S. Pioneer Blvd. Phone Torrey 5-2382  
South of Excelsior High, Norwalk



Gardens need a spring "housecleaning," too. One important chore is removal of vegetation from water basins.

length of time. Having a clean garden, free of bugs and disease, is essential in your spring house cleaning program.

Hedge plants should be trimmed up to present a neat and uniform appearance. A few of the more aggressive specimens that may require reshaping at this time include privet, eugenias, myrtus, cypress and several of the junipers. Make certain your hedge has a uniform height.

From here on out your vines are going to grow rapidly. In time, unless properly supported, they will become top-heavy. Should the added weight not be properly trellised, the entire plant may break away. Do not wait until disaster hits before providing sufficient support. Plant ties, made expressively for this purpose, are available at all garden supply stores. They cost just a few cents.

## Table Planter

By Simone Ollila

GLEN O'BRYANT of Ontario enjoys finding interesting old furniture and converting them from old-fashioned, clumsy pieces to modern, useful items.

He bought a heavy, solid oak kitchen table that had been badly marred and had been painted first orange, then white, and finally a tan color with enamel. Glen's expert eye sought the fine wood underneath the coats of paint and the scratches.

First, O'Bryant sanded the whole table down to the bare oak. He cut the top and legs

to coffee table size. He had the legs turned at a cabinet shop. Carefully he smoothed the rough spots. He varnished and polished the surface until it had a hard finish smooth and shiny as a yard of satin.

The table has a drawer and this he lined with a copper box that fitted snugly. He now had a planter.

Arrowhead, peperomia, pothos, philodendron and St. Bernard lily nestled in peat moss completed the unusual combination of coffee table and planter. His daughter is now the proud owner of the novelty coffee table.

## Arguello's Sea Guardians

(Continued From Page 2.)

to 400 miles at sea to locate Point Arguello, and through additional calculations, establish their own position.

Currently on duty at Arguello's light beside Chief DuChene are four Coast Guard enlisted men.

INTEGRATED with the Point Arguello light station and occupying one of the three trim wooden blue-shuttered houses so characteristic of Coast Guard light and lifeboat stations is the Point Arguello loran station. Loran, meaning long range navigation, another position-determining aid and a product of wartime ingenuity, leaps hundreds of miles farther into the sea with greater accuracy than radio-beacons; 700 miles during the day and 1400 miles at night. Loran transmitting has rapidly become a very important job with the Coast Guard and is constantly praised by both trans-oceanic ships and aircraft.

Ten Coast Guard enlisted

men, mostly electronics technicians, headed by Chief Electronics Technician Preston F. Ott, maintain the loran station.

Point Arguello's lifeboat station, constructed in 1938, is located about three miles south of the actual Point, at the foot of a large grassy field placed 75 feet above the perennially cold waters. Leaving the light and loran stations, usually enveloped in a cold and clammy fog only a few miles north, is like leaving night for day. The fog which plagues the Point comes southward in a narrow band and, though it hits Arguello, often misses completely the lifeboat station and passes southward about a mile offshore.

The Coast Guard has always been proud of its small boat seamanship. The 14-enlisted men at Point Arguello's lifeboat station keep up their proficiency in small craft with frequent boat-launching drills. Coast Guardsmen at Point Arguello are also well schooled

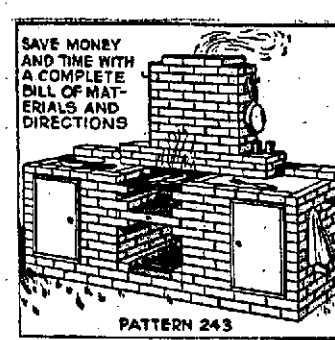
in first aid, fire fighting and the use of the breeches buoy, savior of many a shipwrecked seaman.

Built to shrug off seas that would crush an ordinary boat is the station's 36-foot motor lifeboat. One of the Coast Guard's favorite craft for lifeboat station duty, the 36-footer is self-bailing, self-righting and virtually unsinkable. A rugged 25-foot self-bailing motor surfboat as well as a 25-foot self-bailing pulling boat are also in use at Point Arguello.

IN COMMAND of the Point's light, loran, and lifeboat station, as well as the old Point Conception lighthouse located 15 miles farther south along the coast, is Chief Boatswain Burton Y. Frymire, a Coast Guard veteran of 22 years. Collectively, all the stations under his command are known as the Point Arguello Group, the largest group of its kind in Southern California.

Fog may be in or out at the Point, or a storm may be rushing out of the north, but the Coast Guard keeps mariners away from the treacherous Point, helps them establish their position and stands ready to render physical assistance should they become distressed in the area of dangerous Arguello.

### You Make It



PATTERN 243  
BUILD AN OUTDOOR FIREPLACE

### Good for Ferns

IF YOU'D like to revitalize old ferns that have grown thin and scraggly, try this simple method. Remove the plant and attached soil from the pot, and separate it into several sections. Next, give these small plants a new lease on life by transplanting them to small separate containers. They'll thrive best on a diet of three parts garden soil, two parts peat or rich leaf-mold and one part sand.

This pattern shows every step in making the unit to use wood or charcoal. Notice the two storage cabinets. Directions for making the sliding grill and charcoal drawer are included. Complete list of materials. Ask for pattern 243 and enclose 25 cents to order from: Workshop Pattern Service, Press-Telegram, Southland Magazine, Bedford Hills, New York.

**Blooming ROSES** thousands to choose from..... **69c** up

**FUCHSIAS—Upright and Basket**..... **gallon 59c**

**Smaller Plants in Pots**..... **each 25c**

**HYDRANGEAS**..... **gallon 79c**

**Tuberous Begonia Plants**..... **15c each, 10 for \$1.00**

**Color Drift Mums**..... **each 20c up**

**Pyraconthe, red berry**..... **gal. 49c**

**Paul's Scarlet Climbing Roses**..... **5-gal. \$1.95**

### ALFSON'S NURSERY

15629 Atlantic (1 Block North of Olive), Compton  
Between Olive and Compton Bldgs.  
NEWARK 1-0324—Open Daily, including Sundays and Holidays

## Garden Tips

GARDENING tips for the week... This is a good time to start a Liberty Garden. You can expect a lot of fun along with the vitamins when growing vegetables at home. They are sure to prove fresher than those displayed at markets, and at least they have not been pawed over by several other anxious buyers.

Adding humus to the soil will encourage healthy and faster growth. This material is now available at all garden supply stores in small packages as well as 100-pound bags. It is almost impossible to add too much humus to the soil.

Most plants are now attaining their peak growing season. To sustain this rapid growth they must be fed and at regular intervals.

### Garden Aid

A MATEUR gardeners who've had difficulties making their bluegrass seed germinate may have erred through thoroughness.

Don't rake these seeds under the soil, they need sunlight to germinate. It's a better idea to broadcast the seeds, then press them lightly into the soil with a roller.

## Perennials for Colorful Borders

by JOE LITTLEFIELD



Transvaal daisies, carnations, day lilies, campanula groszeki, and delphiniums will furnish lots of colorful flowers during the coming summer months.

Plant transvaal daisies and carnations near the front of your flower border. A chicken wire collar, eight inches in diameter and ten inches tall around carnations will keep them from straggling and flopping over other plants.

Shasta daisies should be planted near middle section of flower bed and tall delphiniums should be placed at the back.

Campanula groszeki needs partial shade, grows two feet tall, and furnishes blooms from mid-May through November.

Periodic light feedings of Red Star GRO-MASTER, the Southland's finest complete plant food, will furnish the proper plant-body building food elements so necessary for healthy growth of plants.

FREE... Red Star's handy POCKET GARDEN GUIDE. 32 pages, easy-to-follow instructions for home gardening. For your free copy, send the Red Star or words "Red Star" from any Red Star product to Red Star Fertilizers, Downey, Calif. (Attn. Dept. L.)



## FUCHSIA-LA NURSERY

Long Beach's Largest and Most Complete Nursery  
3569 ATLANTIC PHONE 4-3221

**\$8.95 PLASTIC HOSE SPECIAL \$6.95**  
50 feet long—5-year guarantee. One plastic hose sprinkler at no extra cost with each hose purchased.

**HAND LAWN MOWERS... from \$16.95**

**POWER LAWN MOWERS... from \$96.50**

**Lawn Mowers Sharpened, from \$1.50**

**RYE GRASS SEED... lb. 20c**

**Quick Green Blend... lb. 35c**

**Fuchsia-La Superior Blend... 5 lbs. \$6.00**  
No rye, only fine blade grasses. Finest lawn on earth.

**ORANGE and Eureka LEMON TREES, each 1.89**

**PANSIES** Swiss Giants in bloom..... Per flat **1.19**

**FUCHSIAS, DOUBLE** Upright or basket..... Each **20c**

**TUBEROUS BEGONIA PLANTS** Will bloom this summer! In 17 varieties and colors. "Buy them where they're grown." 15c each, 10 for **1.00**

**ASTERS and ZINNIAS**..... Doz. **19c**

**CAMELLIAS** Jordan's Pride and Bella Romana..... Each **69c**

**DICHONDRA**..... Per Flat **79c**

— FREE WITH AD —  
1/2 POUND GRO-MASTER

CLOSED SATURDAYS — OPEN SUNDAYS

### CAMERON'S NURSERY

9846 E. BELMONT AVE. — BELFLOWER  
Next to Post Office — Torrey 7-2439

Take Belflower Blvd. to center of town, turn right one block east on Belmont, next to Post Office.

## DOOM for DANDELIONS



Plantain, Buckhorn, all pesky broad-leaved weeds. Just scatter a *Scotch* weed control over your lawn by hand or with a Spreader. Weeds go, grass is not harmed or discolored.

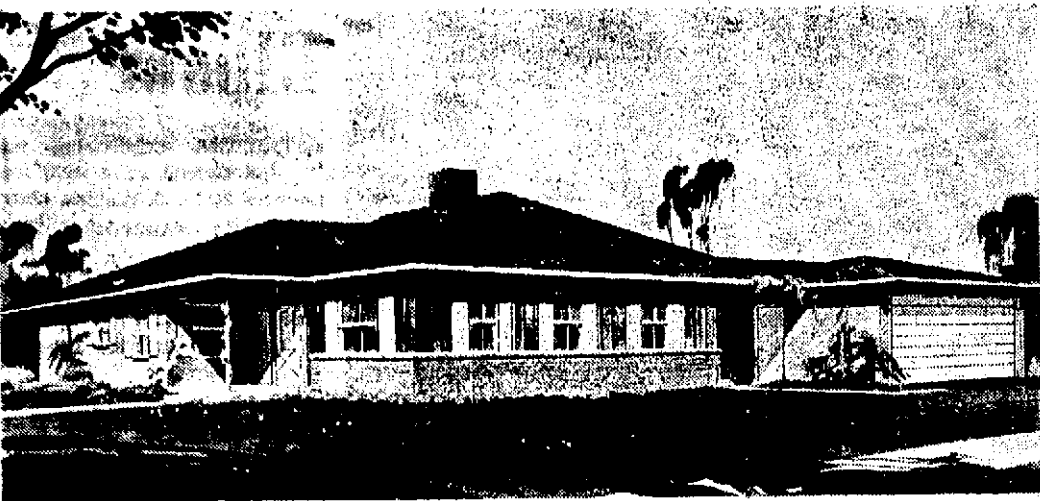
**WEED & FEED** — double action in one operation. Kills weeds and at the same time feeds the grass to thicker growth and richer color. Box treats 2500 sq ft — **\$2.95**

**Easy control for broad-leaved weeds.** Some potent element as Weed & Feed less lawn food. Dry applied as it comes from package — no mixing or fussing with water. Box, 2500 sq ft — **\$1.75 Bag, 11,000 sq ft — \$4.85**

Sow **SPECIAL PURPOSE BLEND** Perennial Scotch seed makes beautiful but sturdy turf for play areas, poor soils. 1 lb. — **\$1.25** 5 lbs. — **\$6.15**

**3737 LONG BEACH BLVD. HODGES NURSERY**  
CALL 4-2397





Depicted is "The Santa Fe" model in the new River Lane Park, Santa Ana, which formally opens today. Each of the homes, containing three bedrooms or two bedrooms and den and two baths, is custom-designed. Located on North Flower St. at Memory Lane, the development is reached from Long Beach by driving east on Seventh St.

## Opening of River Lane Park Model Set Today

**GRAND OPENING** of the initial unit of new homes in River Lane Park, Santa Ana, is set for this week end, announced H. M. Secrest, developer, and Secrest & Fish, Inc., builders.

The first model of this group of executive-styled, three-bedroom, and two-bedroom and

den residences is ready for public inspection.

River Lane Park is a 20-acre secluded site on North Flower St., at the intersection of Memory Lane. From Long Beach, the development is reached by traveling east on Seventh St., which becomes Memory Lane.

The residences are constructed to meet the demand by non-veterans for better quality construction and created floor plans and designs in the country with immediate access to city facilities, said the builders.

"Visitors to River Lane Park," they explained, "will be able to inspect the quality of the finish, and the workmanship of dwellings in various stages of construction."

"Covered porches and terraces, high lighting the trend toward indoor-outdoor living, characterize the general planning for the location amid an area of better homes."

Some of the large homesites, said the developer, have fruit-bearing orange trees.

The builders explained that every home in the project is individualized in design.

## Pioneer Park Popular

**SINCE** the grand opening of the furnished model homes at Pioneer Park, new residential community at 13317 Studebaker Rd. in Norwalk, last Sunday, several thousand persons have inspected the custom features of these new two and three-bedroom homes.

The developers report that the kitchens equipped with automatic dishwashers and garbage disposals have been of primary interest to the new home purchasers. Additional kitchen features include upholstered breakfast nooks and formica drainboards.

When completed, the community will comprise 268 homes built by the Moss Construction Co., a firm prominent in this area over a period of many years.

Additional features of the new homes will include open fireplaces, thermostatic heat controls, barbecue pits, tiled stall showers with glass doors, covered patios, clothes poles and incinerators, steel sash construction and hardwood floors.

The sales office of Pioneer Park is located at 13317 Studebaker Rd. in Norwalk.

## Church Buys in Lakewood

The Board of National Missions, Evangelical and Reformed Church, has purchased from Louise Sheeler a vacant lot on Woodruff Ave. between Harco and Parkcrest Sts. in Lakewood, it was announced yesterday.

The property has a 200-foot frontage and is 400 feet deep. Alice Reynolds of Lakewood Realty represented the buyers and Beryl Linville the seller in negotiating the transaction.

### Owners' Value

About 30 per cent of all non-farm home owners in the United States in 1950 estimated their homes would sell for \$10,000 or more.



Two young men who have been prominent in Long Beach civic and business circles for a number of years announced last week they would enter the real estate business—for different companies. Left is Norman Masterson, former promotion manager of KFOX. Right is Roland B. Hawk, for 13 years secretary-manager of the Junior Chamber of Commerce.



## Masterson Hawk Joins Enters Field Local Firm

**NORMAN MASTERSON**, prominent in Long Beach business and civic affairs for more than 10 years, has become associated with Bill Brooks, industrial realtor, it was announced last week.

Masterson recently resigned as public relations and promotion manager of Radio Station KFOX to join the Brooks firm.

Coming to Long Beach in 1920, when he was six years old, Masterson was educated here and at the University of Chicago, where he graduated in liberal arts. After two years in banking, he joined KFOX in 1938 as a staff announcer. From 1940 to 1946 he was engaged in free-lance public relations and radio writing. He rejoined the station in 1946 as manager of public relations and promotion.

Masterson is a director of the Kiwanis Club and a member of the University Club. With his wife and son, Mark, 6, he resides at 510 Monrovia Ave.

**ROLAND B. HAWK**, former secretary-manager of the Long Beach Junior Chamber of Commerce, has become affiliated with the Swanson-Burgess Co. as an associate real estate broker, it was announced yesterday by Gus Swanson, senior partner of the firm.

Hawk has resided in Long Beach since 1920. He was the JCC executive for 13 years prior to his recent resignation. He is a member of Palos Verdes Lodge 389, F&AM.

Mr. and Mrs. Hawk and sons, Rollic Jr. and Robin, reside at 105 Nieto Ave.

Swanson was immediate past president and member of the executive committee which employed Hawk to manage the JCC in 1938. Both men are life members.

## Realtors to Hear Two

**LAWRENCE A. COLLINS**, publisher of the Long Beach Independent, and A. J. Metzger, public relations officer of the Internal Revenue Department, Los Angeles, will address the Board of Realtors Tuesday at breakfast in the Wilton Hotel.

Collins will speak on "Problems That Must Be Solved." Metzger will analyze the rules governing social security tax payments for real estate salesmen. Lois Davies Smith, Independent classified manager, will be program chairman.

## IMPERIAL HARDWARE CO.

WHY NOT

**MOW WITHOUT PUSHING?**

with a

**1951 Worcester POWER MASTER**

NOW ONLY

**109<sup>50</sup>**



Powered by famous heavy duty Briggs and Stratton engine. It's packed with surging power... engineered to give you long trouble-free service.

Come in and let us give you a demonstration of this Aristocrat of Power Mowers

**RESERVE YOURS NOW!**

FREE PARKING—5th and Locust With \$1 Purchase

## IMPERIAL HARDWARE CO.

LONG BEACH COMPTON

437 American Avenue

Phone 6-6237

## Plaster's Values Listed

**THE** high resale value of Southern California homes is due in great part to the fact that 90 per cent of all residential construction in this area is lathed and plastered, according to the Plastering Industries Advertising Council of Southern California.

The group points out that the general adaptability of the material to virtually every kind of texture, color and ornamentation has made it a favorite of builders, owners and decorators for hundreds of years. Plaster, it is claimed, will not only lend itself to quick and economical repair, but will also provide a protection from the ravages of fire that cannot be found in any other material

used in ordinary home construction.

New developments in the plastering and lathing field have made it possible to extend the flexibility of the materials to meet the needs for sound insulation and acoustical correction, the council reports. Plastered partitions of the staggered or double wood or metal stud type with metal or other lath, or of double masonry block, are more effective than any other surface and provide sound insulation up to 50 and 57 decibels. This, according to the council, is a virtual ultimate in sound-proofing for music rooms and can be modified through architectural design to meet every possible demand expressed by the small-home owner.

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**NOW SELLING COLLEGE UNIT 4 HOMES**

# "Svenska Cottage"

in the

# LAKEWOOD

COLLEGE UNIT

Furnished Model Home by Frank Bros.

**3000 PEOPLE SAW IT LAST WEEK END! AND ACCLAIMED ITS ORIGINAL AND DARING NEW CONCEPT OF INTERIOR DECORATING FEATURING, FOR THE FIRST TIME IN LONG BEACH, SWEDISH IMPORTED FURNITURE DESIGNED FOR THE MODERN AMERICAN HOME.**

"SVENSKA COTTAGE" IS OPEN EVERY DAY UNTIL 9:00 P. M. IF YOU WANT TO AVOID THE CROWDS AND VISIT IN LEISURE COME OUT AFTER DINNER DURING THE WEEK. IT'S OPEN UNTIL 9:00 P. M.

## THESE ARE THE FAMOUS PATIO DREAM HOMES

And for a home that's better—a home with custom-built features—you'll want to see the new 1951 stylings offered by Cunningham & Brittain, Inc., in this—their latest College Unit development. You'll see for yourself why more people are buying homes in the College Unit Section of Lakewood.

Beauty of design—durability of construction—plenty of tile—enclosed patios—fenced landscaped yards—two-car garages—You get all this plus community features found nowhere else in Southern California.

**COME OUT TODAY AND SEE WHY THE LAKEWOOD COLLEGE UNIT IS A BETTER PLACE TO LIVE**

DRIVE TO SPRING STREET AND BELLFLOWER BOULEVARD

LOW DOWN PAYMENTS—EASY MONTHLY TERMS—BOTH GI AND FHA FINANCING AVAILABLE

PRICED FROM **\$9750 TO \$12 750**

**Walker & Lee, Inc.**  
*Realtors*

PHONE 5-5915  
Spring St. and Bellflower Blvd.

## Twelve Lots in Westfield

Twelve lots remain available in various parts of Westfield, now Rolling Hills subdivision on Palos Verdes Drive, North, west of Crenshaw Blvd., it was announced yesterday by George S. Denbo, exclusive sales agent.

The lots, priced from \$2350 to \$3350, share the views and the community privacy of the other Westfield residences, Denbo noted. The landscaped entrance to the development from the drive offers no through road. Thus Westfield owners have the advantages of country life with the conveniences of quick access to all forms of city employment and recreation.

Denbo announced that eight homes are under construction for sale. Scattered through Westfield, the houses are being built by four different contractors and provide individualized floor plans and exteriors.

Westfield offers complete home financing and building service, Denbo said.

### \$7400 Worth

Half of the non-farm single-family homes in the United States in 1950 were estimated to be worth \$7400 or more.

**METAL TILE**  
For Showers, Kitchens, Bathrooms

Lovely to Look at—Long-Lasting, Too!  
INSTALLED AS LOW AS \$19 sq. ft.  
MATERIAL AND LABOR

INSTALL YOURSELF  
TILE, TRIM CEMENT 62¢ sq. ft.

• WATERPROOF • FIREPROOF • CHIPPROOF  
Choice of 25 Colors  
Individual 5x5 Tiles  
Old-style Tubs Bored In and Tiled  
Asphalt and Rubber Floor Tile  
FHA Terms. Up to 30 Months to Pay  
Visit Our Display Room

FREE ESTIMATES

PHONE 7-1237

**duratile**

ASSOCIATES  
Licensed Contractor  
723 E. PAC. COAST HWY.



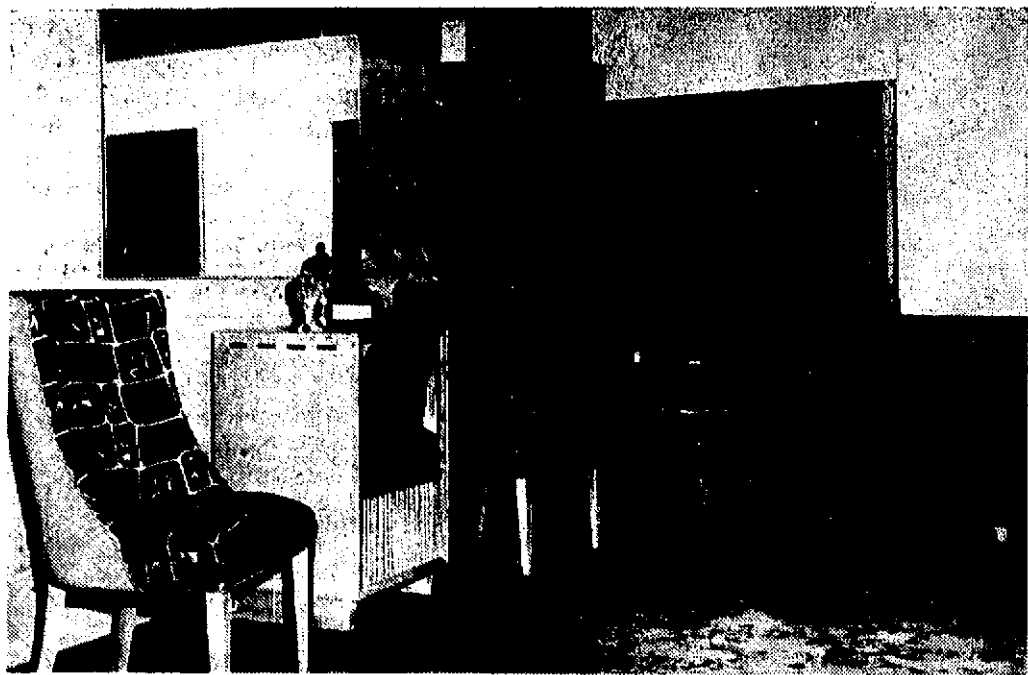
Turn to the classified section and look at all the items for sale... look at all the jobs offered... the rentals listed, the situations wanted... scores of people, busy people placed these ads and are getting results. Why don't you take advantage of this service? It's so easy... so economical... call 6-9066 and tell us what you want to sell, buy or rent, etc. Our experts will write the ad to suit you... easy enough? Certainly... it's so easy to accomplish a lot by doing so little.

## PRESS-TELEGRAM WANT ADS

**6-9066**

IN BELLFLOWER CALL TORREY 7-4152. IN COMPTON CALL NEWMARK 1-6241





## Citrus at Lake Marie

**FRUIT-BEARING** citrus trees on each lot and fenced rear patios are two exterior marks of Lake Marie Homes on Gunn Ave. north of Anaheim-Telegraph Rd., according to Harry Brittain, builder-developer.

A furnished model, comprising two bedrooms and den, is open to the public, Brittain said.

Window-walls, topped by movable transoms, are a feature of the living rooms in Lake Marie Homes. A wall of floor-to-ceiling closets is in the hall between living and sleeping areas.

Bedrooms and dens have ceiling-high wardrobe closets. A grained wood planter delineates the entry from the living room. Sliding doors provide convenient access between living-dining area and kitchen without impairing wall space.

Rear-yard fencing and front-yard planting are included in the purchase price.

Three-bedroom designs are priced from \$9750 to \$9950. Two-bedroom homes start at \$8850.

Homemakers who can swing a paint brush can reduce building expenses as did the Robert Homer Blakes.

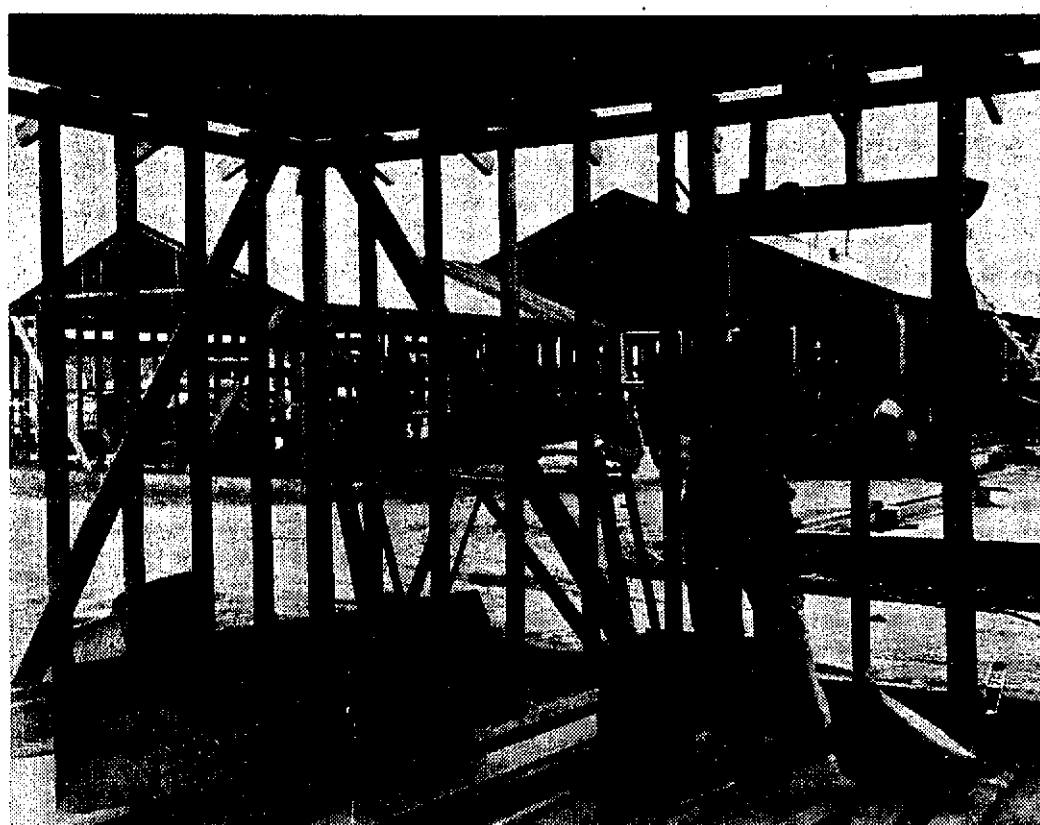
## Stretching the Budget

(Continued From Page 7.)

match the walls, ceiling and woodwork.

**KITCHEN** cabinets are all steel finished in a soft tone of gray. Opposite the U-shaped sink counter the stove and refrigerator are placed on either side of a work cabinet in which the cooking pans and utensils are arranged on shelves which pull out like drawers. The mixer has its own shelf which pulls out from under the sink counter. A working shelf which pulls out from the cabinets is of sit-down height and Mrs. Blake can relax while she pares apples or shells peas. The inaccessible corner which almost all U-shaped counters have was eliminated in this kitchen by turning the section at the end of the sink towards the dining corner.

A three-quarters bath built off the service porch is just inside the door leading to the patio. The automatic washer is placed in the service porch. The door leading to the garage is also placed there.



Construction, as typified by this scene, is going forward in University Manor, the new FHA two- and three-bedroom residential community on Bellflower Blvd., at Los Coyotes Diagonal.

## 'Caprice' Boosts Sales

**THAT** new furnished model, "The Caprice," in University Manor is resulting in a substantial gain in sales in this

development of two- and three-bedroom FHA homes, reported Walker & Lee, Inc., sales agents for the 94 homes now

under construction.

Preparations are being made to open for public inspection four additional exhibit homes, announced Austin D. Sturtevant, builder.

"The Caprice," located on Bellflower Blvd., at Los Coyotes Diagonal, a mile north of Pacific Coast Hwy., has attracted several thousand visitors during the last two weeks.

"The Caprice" is typical of the styling of University Manor residences. Bedroom wing opens from one side of the entry foyer while the kitchen area opens from the other side. Living room and dining area are at the rear, overlooking covered terrace and rear yard.

Bedroom window arrangements provide both privacy and wall space but are not extreme. Storage is incorporated in the plan at points where it is most in demand.

University Manor is part of L. S. Whaley's Los Altos community.

## 'Sound' Tests

Researchers are now using sonic methods to test wood without destroying it. These exacting methods can permit safer construction of wood aircraft frames, ladders and scaffolds.



Twenty-four exterior designs, one of which is pictured here, will be seen in Rosecrans Gardens, the unrestricted new GI development of three-bedroom homes at Central Ave. and Rosecrans Blvd. in the Compton area.

## Rosecrans Gardens Unrestricted

**SALE** of three-bedroom GI homes in unrestricted Rosecrans Gardens, Central Ave. and Rosecrans Blvd. in the Compton area, is under way, reported K. Sande Senness and John E. Buckley, associate builders.

The development is to contain 427 residences. The first unit of 156, now in various stages of construction, represents a \$1,522,500 building program.

Twenty-four designs are employed to individualize the tract.

Homes are priced from \$9375, with a moderate down payment, Senness & Buckley revealed. Monthly payments range from \$38.53 to \$51.25.

Buyers may purchase a gas refrigerator, gas stove, and automatic washing machine at a cost of \$2.25 per month, the builders reported.

Features to be found in Rosecrans Gardens include hardwood parquet floors, service porches, five basic floor plans, oil painted interiors, abundance of windows, closets and cupboards, two-car garages, lawns, shrubs, and all improvements.

**new GI homes for EVERYONE**  
now selling

**ROSECRANS GARDENS**

attractive

3 bedroom designs

Low monthly payments including principal, interest, taxes, insurance from . . .

**\$48.53**

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**FEATURES:** for Everyday Living Every Day include: Colorful Lifetime Asbestos Shingle Siding for Trim with Insulation Qualities . . . Service Porches . . . Glass Enclosed Tub with Shower . . . Hardwood Parquet Floors . . . Oil Painted Interiors, Spacious Windows . . . Lots of Closet and Cupboard Space, Lawns . . . Shrubs . . . ALL improvements IN and PAID For.

drive out today...any day...any time

Central Ave., and Rosecrans Blvd. in convenient Compton Area.  
K. Sande Senness • John E. Buckley, Associate Builders

## Scrutiny of Tracts Closer

**STRICTER** subdivision requirements have been announced by D. D. Watson, state real estate commissioner. This new policy particularly affects water supply and sewage disposal conditions in connection with newly launched developments.

"New tracts which are to be served by mutual water companies will be closely scrutinized," Watson stated, "to determine that an assured supply of water is available."

The commissioner also stated that he is deeply concerned in those cases where the subdivision proposes to employ septic tanks or cesspools. A state-wide survey of many old and proposed new subdivision tracts indicates that in many cases where public sewers are not available, septic tanks and cesspools cannot be used satisfactorily due to high groundwater levels, impervious clays, or because lots lie on steep hillsides.

Health authorities have advised that if a cesspool, septic tank or other subsurface drainage system overflows because the soil does not absorb the drainage, the home owner faces two big problems—an unsanitary condition in his yard and a large financial outlay in an attempt to solve the problem.

"I shall employ every means afforded me under the law to prevent the sale of tracts which create these problems for the buyer," the commissioner stated. "In the future, subdividers who have not made provisions for public sewer installations must furnish a positive statement from the local county or city authority having jurisdiction, stating that installation of septic tanks or cesspools will definitely be permitted, and setting forth any requirements that must be met regarding such installations. I have found many cases where local authorities were noncommittal and indefinite as to whether or not they will permit the installation and use of septic tanks. The prospective home owner is entitled to know definitely before he makes an investment whether or not satisfactory means of sewage disposal is available to him."

**Frank Bros.**  
INVITE YOU TO VISIT  
"Svenska Cottage"



In the  
Walker & Lee  
LAKEWOOD  
COLLEGE  
UNIT—  
Bellflower  
Blvd. at  
Spring St.

For the First Time in Long Beach, a Model Home Showing Imported Swedish Furniture and Accessories. Furniture that is Really New—Really Different—and Really Low Priced.

NOTE: Only Frank Bros. Carry This Low-priced Imported Swedish Modern Furniture.

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Your home—whether you build or buy—is the most important investment of your lifetime. Only genuine plaster and lath, applied with skill and craftsmanship, can give your family the beauty and protection it deserves.

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The beauty of Plastered Interiors cannot be equalled. Only plaster will retain its full beauty for the life of the building. Remember that attractiveness counts in resale value—secure your investment. Eighty per cent of the exposed surface of your home is walls and ceiling. You see them every minute of your home life and others, who come to visit or buy—they see them, too. Only Genuine Plaster and Lath is fully adaptable to the many treatments of texture, color and ornamentation that make your home "The Buy of a Lifetime."

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"The Orange Grove On the Hill"

**BEARING ORANGE TREES ON EACH LOT**

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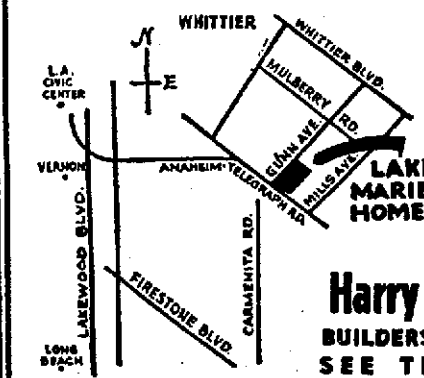
2-BEDROOM ..... \$50.00  
3-BEDROOM ..... \$54.50

INCLUDING TAXES, INTEREST, INSURANCE

### FULL PRICES

2-BEDROOM ..... \$8,850  
2-BEDROOM ..... \$9,150  
3-BEDROOM ..... \$9,700  
3-BEDROOM ..... \$9,975

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Garbage Disposals  
Two Furnaces  
Lawns, Shrubs and  
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8-ft. Walk-in  
Wardrobes  
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DIRECTIONS: North on  
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Whittier on Whittier  
Blvd. to Gunn. South  
on Gunn about one  
mile.

**Harry Brittain, Inc.**  
BUILDERS AND DEVELOPERS  
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Dinette in the "Svenska Cottage," furnished model for the Lakewood College Unit, Bellflower Blvd. at Spring St. is pictured here. The Nordic-appearing model has the Celtic name of Lorraine Doyle.

## Swedish Cottage Visited by 3000 People in Week

MORE than 3000 persons visited "Svenska Cottage" at Bellflower Blvd. and Spring St. during the past week. Robert Walker, president of Walker & Lee, Inc., announced yesterday.

The cottage, model for the newest Lakewood College unit, was furnished by Frank Bros. with imported Swedish modern furniture. Ed Frank and Stan Young, decorators, studied

Swedish home magazines and pictures in order to style the home authentically.

Walker said the developers were particularly pleased by the comments of the many Swedish people who visited the cottage and remarked on the accuracy of the reproduction.

Sweden, one of the world's leading sources of furniture and other wood products for the home, is especially noted for

the delicate, simple lines of its modern designs, Walker observed.

"Svenska Cottage" is the focus of sales of 379 homes under construction by Cunningham & Brittain. The houses, offered on GI or FHA terms, are priced from \$9750. They feature two-car garages, fenced and landscaped yards, fireplaces and, in some models, two bathrooms.

## NAHB Urges Low Rental Building

FAMILIES with small pay checks, members of minority races and others needing housing at lower-than-average rentals received encouragement last week from the National Association of Home Builders.

Following a study-meeting in Washington, D. C., on private construction of low-rental apartments and the NAHB convention the preceding week in Memphis, Tenn., interest in this field was reported to be at an all-time high.

Congressional leaders, federal housing officials and mortgage bankers met with the builders and toured new Memphis apartment projects totaling over 2000 units, all renting from \$31 to under \$50 per month. Builders examined blueprints and heard detailed explanations of existing federal legislation designed to stimulate construction of low-rental units.

W. P. (Bill) Atkinson, NAHB president from Oklahoma City, described the rental conference as the most important meeting ever held by a building organization.

"Home builders are most anxious to play a leading role in fighting this social evil—lack of good housing for low-salaried workers of all races."

"The fine apartments inspected in Memphis, with their low rents, have proven both a revelation and a challenge to every builder. Many of them have stopped and informed me that they were going to return home and with FHA's co-operation will duplicate the efforts of Memphis builders."

If builders had any question in their minds concerning the priority needs for housing for low-income groups, it was re-

moved when they toured Memphis' slum areas. They saw the comfortable, attractive apartments that can rise in slum areas when private builders attack the problem of low-rent housing. The contrast was most remarkable in areas where slums were on one side of a street, attractive, newly painted apartments on the other side.

AFTER touring a number of Memphis projects, closely examining the construction techniques used, talking with tenants and questioning the builders, the group returned to "classroom discussions" at the Peabody Hotel for two full days of panel discussions on financing and construction techniques which could be employed on their own proposed projects.

FHA Administrator Richards, in addressing the conference, announced several administrative changes in current federal housing regulations designed to aid builders in financing low-rental units and encouraging lower rentals. Richards complimented the building industry on its record, pointing out that the average FHA-insured mortgage last year on new single-family homes was \$7307—proof that builders and the FHA were getting down in the lower income buyer groups.

"Let us face the situation. Costs are high. Local regulations in many areas are particularly demanding. Nevertheless, we know from the 1950 census that in urban areas average rentals run from \$41 to \$48 per month with utilities. That is the mass market we are talking about as we plan

ways and means of producing dwelling accommodations for the average American family."

Discussions at the panel sessions covered many subjects of concern to builders. Those builders in attendance said it was evident that the first approach to the objective of lower-rental housing in the original planning of the project. Sites must be selected where land costs are not prohibitive to low rentals.

And just any lower-cost land will not do. Builders said they would have to give thorough study to site selection in order to get land where all the requirements of good housing such as transportation and schools are available.

Next will come the savings that can be accomplished on the drawing board. Efficient utilization of land and adequate design without frills that do not necessarily improve living facilities can in themselves premean the difference in the end production of low or high rentals.

## L. B. Seventh in Permits

LONG BEACH ranked seventh among cities of the west in the valuation of building permits issued during April, according to the statistical survey of Western Building Magazine, Portland, Ore. The city authorized \$4,452,760 in new construction.

Compton, with a total of \$4,719,422, was sixth in the line.

The survey revealed that fewer building jobs were started last month than in April, 1950, in the 252 cities and counties of the 11 western states, Hawaii and British Columbia. Dollar volume was close to the preceding year's record.

The number of building jobs put under way in April was down 14.2 per cent from the April, 1950 total for identical cities and counties. Assumption was made that each build-

ing permit issued accounted for an individual building job. The cities and counties issued 36,621 building permits in April. In April, 1950 they had reported issuing 42,585 permits.

The dollar valuation was approximately equal to that of a year ago, with a decline from April, 1950 of only 0.3 per cent. The building permit valuation total for last month was reported at \$202,682,006. In April, 1950 these identical cities and counties had reported a total of \$203,304,823 in building permit valuation.

Los Angeles was top city in the area with authorizations aggregating \$19,979,082. Denver was second at \$7,652,507. In third place was San Diego with \$6,740,929. Phoenix, fourth, approved \$5,880,325 worth of work. San Francisco was close behind with \$5,662,389.



Multiple listing, a service for members of the Board of Realtors, accounted for the sale of this property at 3840 Brayton Ave. Owned by Mr. and Mrs. Warren W. Baldwin it was sold to Mr. and Mrs. Boise R. Murphy. Virginia Hann in the office of H. J. Hunter and Jasper Huckabee in the office of Dick Racine handled the transaction.

## Rocking Horse Ranchos Give Denbo Exclusive Agency

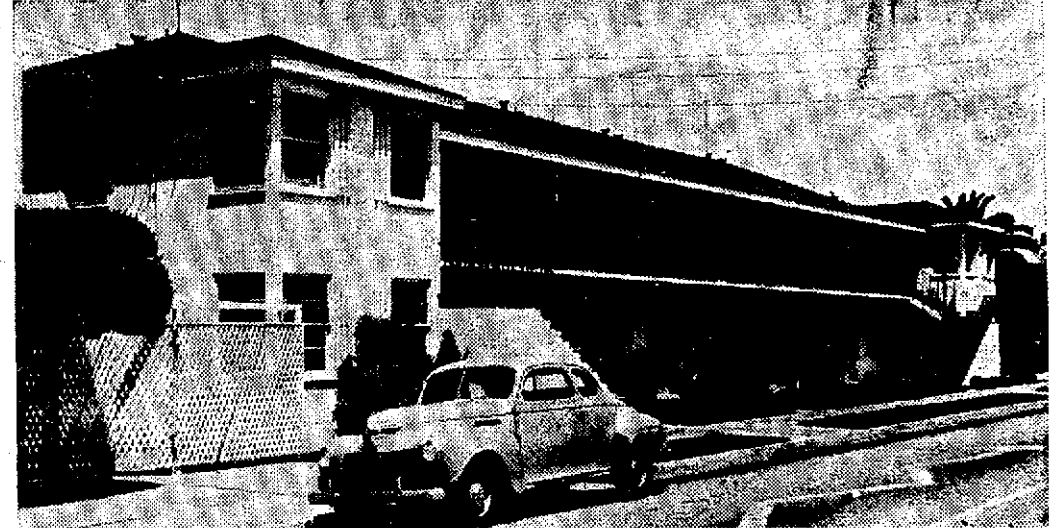
APPOINTMENT of the George S. Denbo Company to be exclusive agents for Rocking Horse Ranchos, new subdivision of one-acre homesites on Palos Verdes Drive, East, in the Rolling Hills district, was announced last week.

A perspective of mountains, busy harbor and ocean is provided by the sites in this recent addition to the fast-growing residential developments on the Palos Verdes peninsula.

Eight homes already are in various stages of construction. Only 34 sites comprise the subdivision, with restrictions preserving the quality and value of the dwellings. Sites are priced from \$2750.

Spread across a wide, sloping hillside, Rocking Horse Ranchos look down into Los Angeles Harbor and across the Long Beach Naval Shipyard and harbor to Long Beach. North and east are the mountains. To the south is the ocean and to the west is the crest of the peninsula.

The subdivision, 10 miles from downtown Long Beach and close to San Pedro, Wilmington, Torrance, Inglewood and other centers of employment, is reached by turning left from Palos Verdes Drive at the reservoir or by continuing straight across the drive on Narbonne Ave.



This 12-unit apartment house at 3223-45 E. Third St. has been sold by Dr. and Mrs. Arthur D. Cooley to Mr. and Mrs. Burley Johnson. Both couples reside in San Pedro. Consideration included furniture.

## Control of Existing Housing Rapped

PROPOSED price ceilings and restricted private conventional loans on existing dwellings not only are unnecessary but may seriously damage workers obliged to move from one locality to another, according to H. Herschel Hart, president of the Board of Realtors.

Experience in World War II should be ample to prove to the administration in Washington that extension of controls into the field of existing houses will dry up the supply of offerings for sale just as it did the supply of rentals, Hart said.

"Mobility of workers, essential to obtaining the most efficient and productive use of their skills, will be impaired if they encounter great difficulty not only in buying homes in localities to which they may move but also in selling their present homes without financial loss," Hart emphasized.

Restrictions on new construction may aid national defense by diverting labor and materials into the defense effort, the realtors' president continued, but no such reason exists for expanding the controls to cover existing housing.

"We are inclined to believe that factions in Washington who believe in control for control's sake are taking advantage of this situation to get everything into their own hands," Hart declared. "If they succeed, the lessons of history show that they are certain to do far more harm to the national economy than good."

"It is hard to understand why controls never requested at the peak of the worst crisis the nation ever experienced should be demanded now. If the government would reduce its own

spending and stop tampering with dynamic forces beyond its ability to control, it would make a real contribution to the war on inflation," Hart concluded.

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2 & 3 Bedroom Homes

Topmost

for Quality of Construction, Style, Neighborhood, Finish

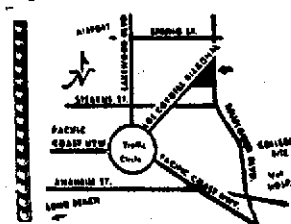
Topmost

F.H.A. Financing for Non-Veterans

MEMO: There's Something NEW in the New Homes in University Manor—CUSTOMIZING for Early Buyers... meaning TODAY'S buyers can make reasonable changes or additions during Early stages of construction... this, in addition to your own selection of paint, tile and linoleum colors. Here is the Home Buyer's FIRST Opportunity to purchase a New Home which incorporates the savings of Large-Scale Construction with Customizing.

Do come NOW to University Manor and discuss Your Ideas for Customizing.

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Furnished in Contemporary  
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Furniture, Lakewood, open  
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9. Covered patio.
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13. Formica drainboard.
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LOW DOWN PAYMENT  
MONTHLY PAYMENTS  
FROM \$46.93  
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EXTRA!  
At no added cost!  
GENERAL ELECTRIC  
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The Luxurious Features in These Homes Are Usually Found in Homes Costing \$25,000 to \$50,000!

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9 Floor Plans 24 Individual Exterior Designs  
Sales Office: 13317 Studebaker Road Norwalk  
GRAND OPENING • SEE FURNISHED MODEL HOMES TODAY!



DIRECTIONS:  
Go out Manchester-Firestone Blvd. to Studebaker Road, turn South (right) to Pioneer Park office.

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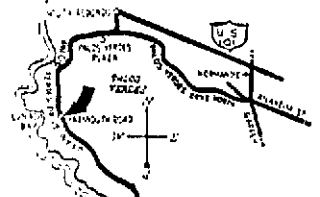
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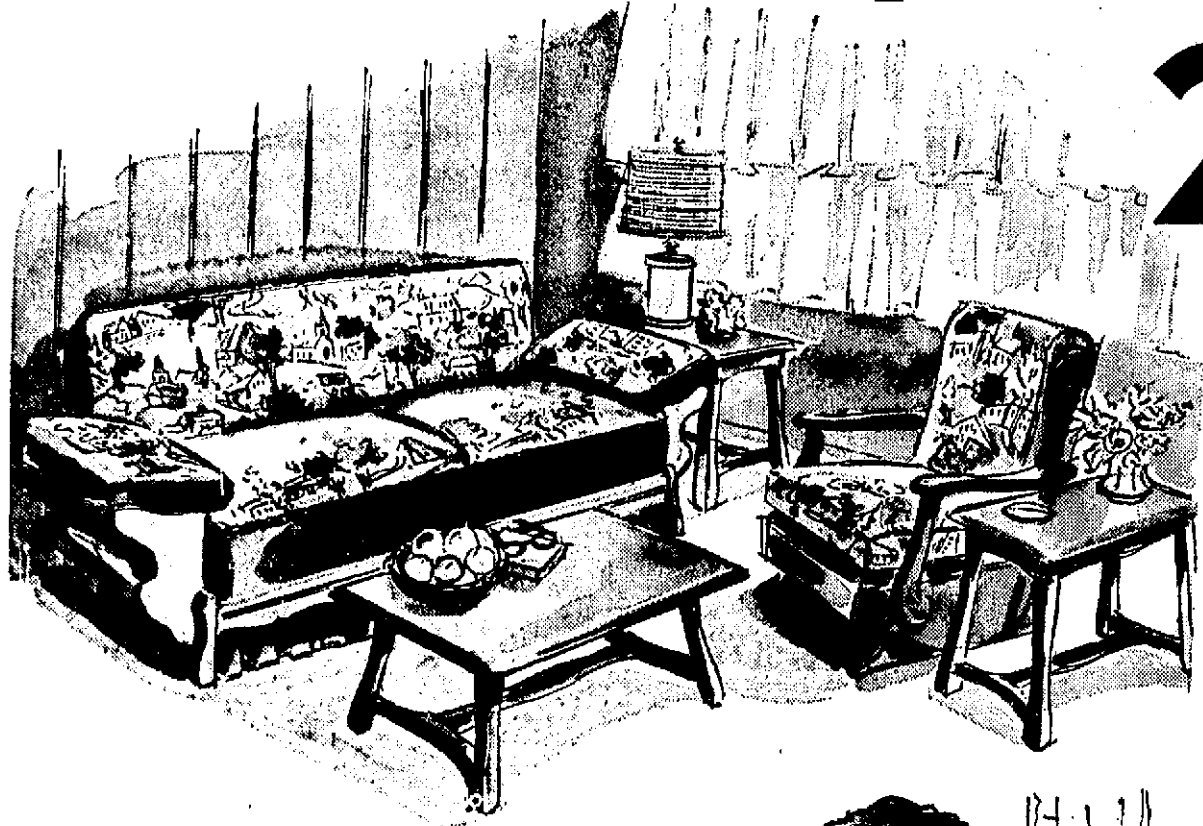
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**259<sup>88</sup>**

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Pillow-arm bed divan, rocker, two end tables and a cocktail table. All hardwood finished in red maple or Salem maple tone. Divan seat and back have 364-coil double deck unit. Chair and bed divan are covered in authentic and colorful print fabrics. Sold separately...

Divan—159.50      Rocker—66.95  
End Tables—15.50 ea.  
Cocktail Table—22.95      Step Table—22.95

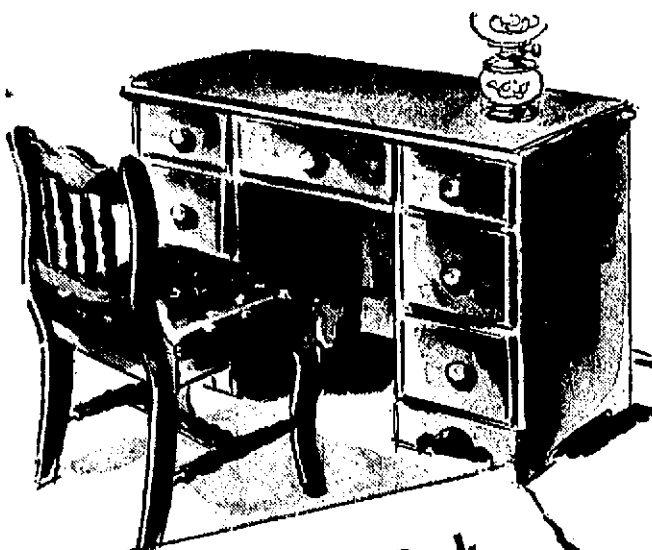
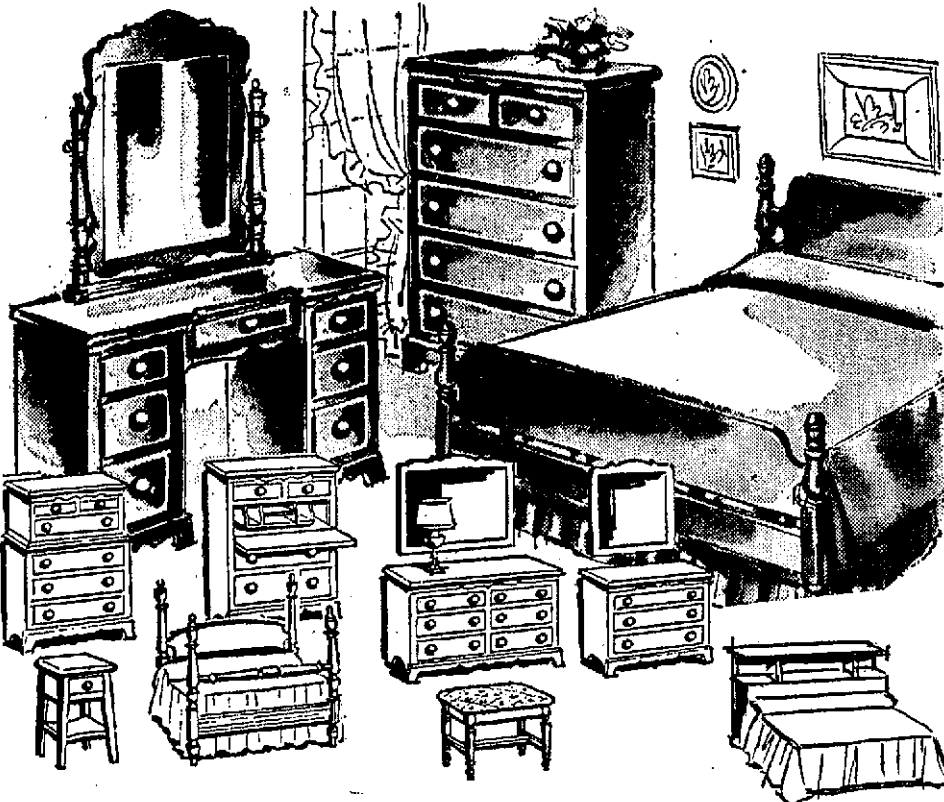


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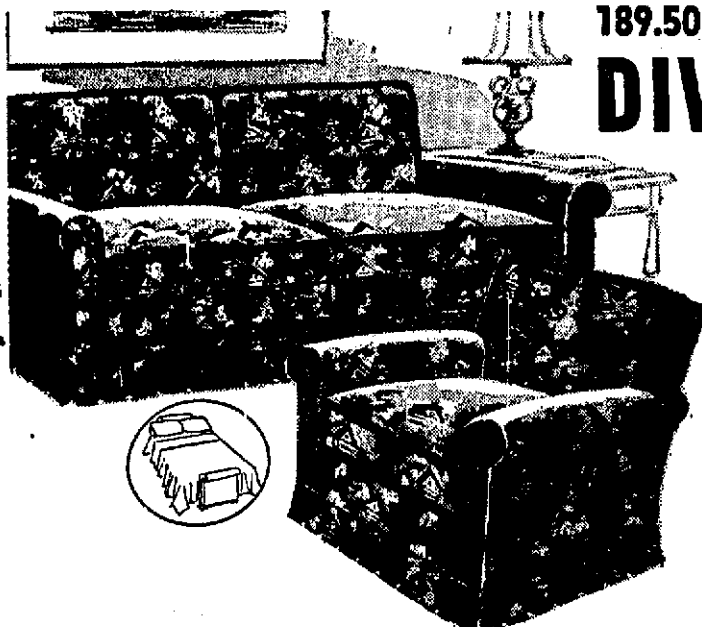
Make up your own group or pick out just the pieces to meet your needs now... it's all open stock! "Harmony House" styling and construction—dovetailed drawers, heavy plate glass mirrors.

43.95 Low Poster Beds	<b>34<sup>88</sup></b>	72.95 Desk-Chest	<b>64<sup>88</sup></b>
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**57.95 Kneehole Desk**  
Built of Eastern hardwood with maple finish. Tops are machine rubbed, drawers are dovetailed.  
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Hardwood with maple tone finish. Padded seat has tapestry cover. Turned posts and well styled back.  
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**189.50 Value 2-Piece DIVAN SET**

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Also Sold On  
Sears Easy Terms!

Divan opens out into an extra bed, with ample room for storage of bedding. Tailored in high grade, long-wearing fabric. Lovely "Chalet" pattern.



**97.95 Maple Tone DINETTE**

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Popular early American style hardwood. Beautiful honey-tone maple finish. Extension type table seats 8 comfortably. Complete with 4 chairs. A buy worth seeing!



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